

On the Innovation of News Editing Consciousness in the Converged Media Ecology of the New Media Era: Postprint

Authors: Wei Songbo

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

Abstract

With the advent of the new media era, the pace of media convergence has gradually accelerated. Incessant discourse regarding the obsolescence of newspapers has exerted tremendous pressure on news editors, compelling them to contemplate reform. Presently, heightened demands on the competencies of news editing professionals pose substantial challenges across all dimensions of their work, necessitating significant transformation and innovation in subject matter, content, and format. News editing professionals must continuously enhance their professional literacy, requiring not only the acquisition and mastery of specialized knowledge but also, more critically, the transformation of traditional concepts to align with the mainstream trends of the era. This paper explicates the concept and current state of media convergence in the new media era, investigating innovation in news editing consciousness and approaches to fostering such innovation, with the aspiration of providing assistance to news editing professionals.

Full Text

Innovation of News Editing Consciousness in the Converged Media Ecology of the New Media Era

Abstract: With the advent of the new media era, the pace of media convergence has accelerated. Persistent claims about the impending obsolescence of newspapers have placed tremendous pressure on news editors, compelling them to contemplate reform. Today's higher demands on news editors pose significant challenges to all aspects of their work, requiring substantial changes and innovations in topic selection, content, and format. News editors must continuously enhance their professional competence, not only by mastering specialized knowledge but also by transforming traditional mindsets to adapt to mainstream

developmental trends. This paper elaborates on the concept and current state of media convergence in the new media era, and explores the innovation of news editing consciousness and how to achieve such innovation, hoping to provide some assistance to news editors.

Keywords: New Media Era; Converged Media; News Editing Consciousness; Innovation

Author: Wei Songbo

In the context of today's new media era, media convergence represents an inevitable trend. If news editing work does not actively change its single-medium communication paradigm, the news editing industry will struggle to develop. With the deepening development of modern network technology, new media has rapidly permeated people's lives. Mobile phones, computers, and tablets have become primary tools for understanding and following social trends. The emergence of the internet has profoundly impacted traditional media, forcing it to undertake reforms for better survival. Today, with old and new media coexisting, only by embracing certain innovations can news editors promote sustainable development of the news editing industry.

1.1 The Concept of Media Convergence

“Media convergence” originally refers to the trend of various media presenting multi-functional integration. This vision of media convergence has focused primarily on merging traditional media such as television and newspapers. Notably, media convergence in journalism includes five categories: first, full convergence, where the same group integrates its newspapers, radio stations, television stations, and websites; second, strategic convergence, where different media groups share content and resources; third, structural convergence, which relates to news collection and distribution methods; fourth, information gathering convergence, where some news practitioners need to use multimedia converged news skills to complete news information collection; and fifth, news expression convergence, where journalists and editors need to comprehensively utilize multimedia and public interaction tools and skills to complete the expression of news facts. The convergence discussed in this paper refers specifically to news expression convergence.

1.2 The Current State of Media Convergence

Currently in China, media convergence remains in its initial developmental stage, encompassing three key dimensions. First is content convergence. In the new media era context, if traditional media wishes to enhance its industry competitiveness, it must acquire massive amounts of information. However, traditional media's inherent limitations make extensive and effective information dissemination difficult. The internet, as a typical representative of new media, possesses an openness that makes extensive and effective information dissemination possible, thereby promoting the convergence of content between traditional

and new media. Second is the diversification of media convergence. With continuous upgrades in information technology and deepening systemic reforms, media convergence phenomena have emerged across related industries. Third is the personalized services resulting from media convergence. Media convergence enables audiences to enjoy one-stop information acquisition services, which also constitutes one of its driving forces. During information consumption, audiences have placed higher demands on the methods and pathways for obtaining information resources, thus prompting media convergence.

2. The Importance of Innovating News Editing Consciousness

In the new media era's converged media ecology, the widespread dissemination of information presents a double-edged sword. First, we must acknowledge that traditional editing consciousness can no longer adequately meet contemporary demands. Nowadays, as information sweeps across the globe, news editors must innovate their consciousness, break away from traditional single-medium communication concepts, and utilize modern technology and new media for news editing.

Furthermore, in today's fierce competition, news editors will fall behind without innovation. Only by cultivating innovative consciousness and continuously enhancing the innovativeness of news topics can they increase news value and attention. In their current work, news editors can only achieve ideal results by selecting correct news information and choosing appropriate media for dissemination, all of which depend on certain innovations. The main task of news editors is no longer the traditional collection of relevant materials and real-time news release, but rather exploring the causes behind news events, which also requires innovative news editing consciousness.

3.1 Cultivating Modern Consciousness

News editors, as the main body of creative labor, must continuously discard old concepts, ideas, and thinking patterns, and cultivate their own modern consciousness to become "modernized" editing subjects. To improve news quality and maintain an invincible position in fierce market competition, news editors in the new media era's converged media ecology must strive to cultivate modern consciousness and modern business capabilities.

First, learning the basic theories and modern business of news editing is the fundamental method to improve news editors' modern consciousness and professional level, and it is also an essential measure. Rich theoretical knowledge of news editing, proficient business skills, and professional work capabilities are the best manifestations of news editors' professional qualities.

Second, good media literacy is essential for modern news editors. For news editors, media literacy is specifically manifested in correctly understanding the role of media and properly treating both traditional and new media. In terms of business, it means having clear attitudes in selecting information content and

means, judging and selecting communication value, choosing media channels, and communication intentions. In addition, news editors' media literacy is also reflected in their ability to process and grasp information. Therefore, it is crucial for news editors to enhance their ability to capture useful information and correctly grasp socialist core values.

3.2 Cultivating Three-dimensional Consciousness

Today, with the widespread dissemination of information, people struggle to properly discern information, which necessitates that news editors play their unique role. As editors in the new era, guiding and helping audiences to accurately obtain and interpret news information is their new task in the new media era's converged media ecology. To accomplish this new task, news editors should first cultivate a "three-dimensional consciousness." This "three-dimensional consciousness" emphasizes breaking single thinking angles in the news editing and reporting process, achieving multi-dimensional, multi-level, and multi-correlated dynamic reporting, so that audiences can accurately understand the value of information and the values it promotes, thereby realizing the derivation of news value and the enhancement of news value.

Media integration in the new media era's converged media ecology is vastly different from traditional media. Therefore, information integration based on three-dimensional consciousness by news editors should not only sublimate the information content conveyed by news but also reform the form of news. In addition, news editorial departments should transform themselves into "multimedia news information platforms."

Compared with multimedia news editorial departments, traditional news editorial departments have higher operating costs and relatively lower work efficiency. New media can precisely compensate for these shortcomings of traditional media, both improving work efficiency and achieving information integration while saving human, material, and financial resources.

3.3 Cultivating Multimedia Consciousness

The development of contemporary information technology, computer technology, and science and technology requires editors to cultivate multimedia consciousness and achieve the convergence of different media. Only with sufficient media convergence can the unique advantages of each medium be leveraged to better increase news value. In addition, information feedback is not only the main way for people to participate in the information dissemination process but also an important means for the news editing industry to adjust and improve its own communication behavior. At this point, the role of multimedia needs to be leveraged. Therefore, in today's new media era's converged media ecology, news editors should pay attention to the important role of new media in information dissemination and feedback.

Facing the demands of the era, contemporary news editors need to deepen their

understanding of multimedia concepts and apply them to news editing work. Using new media to achieve the rapidity and extensiveness of news dissemination, and to ensure news content meets the needs of mainstream social values. Combining these two aspects enables rapid information acquisition and resource access, making news content more substantial and better meeting diverse audience needs. Therefore, cultivating multimedia consciousness among news editors in the new media era's converged media ecology can better promote the innovation of news editing consciousness and achieve industry reform and transformation.

4. Conclusion

In the converged media ecology of the new media era, news editors need to innovate their editing consciousness to adapt to the new requirements of era development. Against the backdrop of the new media era, newspapers, radio, tablets, television, computers, the internet, and other communication media constitute a multi-media system. Their full integration forms a new morphology of information dissemination. To adapt to the new trend of media convergence development and meet the fierce challenges of the new media era, news editors need to understand the importance of news editing consciousness innovation, thereby establishing modern editing consciousness, three-dimensional consciousness, and multimedia consciousness.

Moreover, we must acknowledge that media convergence is an inevitable law of era development. If news editing work does not actively and positively change its single-medium communication situation, the news editing industry will struggle to achieve development. Therefore, news editors must innovate news editing consciousness to meet the requirements of their own development and the era.

References

- [1] Zhu Shuchao. Updating Editing Consciousness Under the Background of Media Convergence [J]. Youth Journalist, 2013(20).
- [2] Yu Yuanning. On Editing Consciousness in the New Media and Converged Media Era [J]. West China Broadcasting TV, 2014(06).

(Author's affiliation: China Economic Information Service)

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

Source: ChinaXiv — Machine translation. Verify with original.