

Some Reflections on Innovation in Newspaper Editing in the New Media Era (Postprint)

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Abstract

With the rapid development of Internet technology, China has entered the era of new media, which has had a tremendous impact on people's lives and changed the way people obtain news and information. The new media era has caused a huge impact on the newspaper industry. Under the new circumstances, how to strengthen the competitive advantages of the newspaper industry has become a topic of great concern to the print media industry, which presents new requirements for newspaper editors. This paper analyzes the challenges faced by newspaper editors in the new media era, explores the new roles they should undertake, and proposes strategies for transforming newspaper editing work, aiming to provide references for the innovative development of the newspaper industry.

Full Text

Some Reflections on Innovation in Newspaper Editing in the New Media Era

Abstract: With the rapid development of internet technology, China has entered the new media era, profoundly impacting people's lives and fundamentally altering how they access news and information. This transformation has posed enormous challenges to the newspaper industry. Under these new circumstances, strengthening the competitive advantages of newspapers has become a central concern for the print media sector, placing higher demands on newspaper editing. This paper first elaborates on the importance of newspaper editing in the new media era, then analyzes the characteristics of news dissemination in this context and the current problems facing newspaper editing work, and finally proposes strategies for innovation, aiming to provide useful insights for enhancing newspaper editing practices.

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Driven by internet and information technologies, society has gradually entered the new media era, fundamentally transforming the relationship between communicators and audiences while continuously expanding the scope of information and accelerating its transmission speed. Audiences now enjoy a more diverse selection of media channels, accessing information through mobile apps such as WeChat, Weibo, and Toutiao without the temporal and spatial constraints of traditional print media. In this environment, the newspaper industry faces tremendous challenges, with survival and development hinging on innovation. From a critical perspective, newspapers suffer from slow information dissemination and poor timeliness, while also lacking interactive communication with audiences who passively receive information. Strategies for innovating newspaper editing include establishing and improving innovation mechanisms and cultivating editors' innovative consciousness and capabilities within news organizations.

1. The Importance of Innovation in Newspaper Editing in the New Media Era

Since the 1990s, internet technology development has profoundly impacted the globe, transforming how people disseminate and consume information. New media, with its advantages of rapid transmission, diversified methods, and two-way interactivity, has gained widespread popularity among the public, delivering a severe blow to the traditional newspaper industry and continuously squeezing its development space. To change this situation, the newspaper industry must break through current dilemmas by strengthening innovation in editing work, fully leveraging its own distribution channel advantages, and daring to break traditional thinking patterns. While ensuring the timeliness and authenticity of news, editors should focus on innovating work concepts, editing methods, and layout design. Moreover, the industry must fully tap into its inherent advantages, such as the preservability of news and the tactile quality of paper, and combine these with new media technologies to create newspaper content that suits public tastes, thereby promoting the healthy development of the newspaper industry.

2. Characteristics of News Dissemination in the New Media Era

News dissemination in the new media era exhibits three main characteristics. First, information acquisition has become more convenient. Propelled by internet and information technologies, information transmission has broken through

temporal and spatial boundaries, allowing people to publish information anytime and anywhere, which greatly expands the methods and channels of dissemination. Driven by smartphones, tablets, and other smart devices, information transmission has become more convenient and efficient, providing audiences with unprecedented ease in accessing and sharing news. Second, the volume of information has increased dramatically. Grounded in big data, the new media era transmits far more information than traditional newspapers, incorporating diverse resources such as images, audio, and video into news content. Additionally, relevant information links can be accessed freely—something traditional newspapers cannot achieve. Third, information interactivity has strengthened significantly. Interactivity represents a hallmark feature of information dissemination in the new media era. In this context, the boundary between information transmission subjects and objects has blurred, as people serve not only as disseminators of news content but also as publishers and commentators of information, collectively forming a new model of information dissemination. In the new media era, public interest in news reading has greatly increased, enabling personalized information services based on individual needs. Furthermore, news and information have become more life-oriented and democratized, which inevitably exerts profound influence on the traditional newspaper industry.

3. Current Problems in Newspaper Editing Work

3.1 Low Innovation Rate

Having undergone long-term development, the newspaper industry possesses certain advantages and a substantial audience base. However, in current editing innovation practices, editors focus solely on increasing readership, with newspapers constantly borrowing and imitating from each other, resulting in the loss of their original strengths and distinctive features. For instance, some newspapers have added entertainment and celebrity sections to attract readers. While this approach may boost readership, it causes newspapers to lose their inherent advantages and characteristics and potentially alienates their loyal readers. The low innovation rate in newspaper editing also manifests in mutual imitation among newspapers. When one newspaper introduces a novel layout design, many others rush to copy it. This lack of innovation renders newspaper editing methods lifeless and detrimental to industry development.

3.2 Influence of Inertial Thinking

In reality, many newspaper editors suffer from severe inertial thinking, lacking innovative consciousness in their work and still considering readers' interests and hobbies through traditional mindsets, which proves highly detrimental to the development of newspaper editing. Many people perceive newspaper editing as simply collecting and processing materials—a narrow and one-sided understanding. Newspaper editing actually involves extensive content and diverse fields, requiring practitioners to break through the constraints of traditional work patterns.

3.3 Lack of a Favorable Innovation Environment and Atmosphere

Currently, many newspaper editors exhibit weak innovation consciousness and lack a sense of urgency, merely muddling through despite the impact of new media—a phenomenon particularly common in local newspapers. In terms of management systems and models, inadequate reward and punishment systems result in weak innovation consciousness among editors. Additionally, some individuals lack confidence in the newspaper industry's prospects and are unwilling to change themselves, significantly constraining the normal development of newspaper editing work. These phenomena prove highly detrimental to the overall development of the newspaper industry and must be addressed through multifaceted improvements and innovations.

4. Strategies for Innovating Newspaper Editing in the New Media Era

4.1 Reorienting Roles

Against the backdrop of new media, newspaper industry professionals should rethink and reorient editing work, emphasizing the enhancement of innovative thinking and continuously improving work capabilities. This can be approached from two dimensions: First, newspaper editors should move beyond behind-the-scenes work, fully grasp the basic characteristics of audiences, enhance news insight and sensitivity, timely adjust work priorities, and tap into news gathering and editing processes to boost proactivity in news production. Second, editors should conduct in-depth excavation of valuable news, enriching content and readability. Starting from news gathering, data collection, and technical organization, and based on news reliability, they should excel in news planning and editing to enhance audience loyalty.

4.2 Emphasizing Brand Awareness

With a long development history, the newspaper industry possesses unique advantages such as brand awareness and the tactile quality of paper. In the new media era, where information dissemination faces few restrictions, reliability becomes a significant concern—representing the newspaper industry's advantage. Newspaper editors must fully leverage this strength, emphasizing deep-level excavation of news information to highlight distinctive features and styles. Furthermore, editors should align with public aesthetic preferences, focusing on the layout and design of text and image information. By utilizing their authoritative characteristics, they can develop a unique style distinct from new media, thereby enhancing newspapers' influence among audiences.

4.3 Improving News Quality

For audiences, news reliability and quality are primary considerations, making quality construction essential in newspaper editing work. When selecting news

topics, editors should adopt a broad perspective, establish a sense of responsibility in news dissemination, and choose topics that interest readers—such as social hotspots, livelihood issues, food quality, sports, and national policies—while strengthening connections between news and grassroots communities to improve dissemination effectiveness. Additionally, news interpretation can proceed from multiple angles and levels, with full excavation of topics that concern the public. Editors should emphasize their role in guiding public opinion, delivering high-quality and reliable news information to readers, promoting positive social energy, and fostering social harmony and stability.

4.4 Fully Leveraging Inherent Strengths

As a representative of traditional media, the newspaper industry possesses certain developmental advantages. In the process of editing innovation, editors must emphasize the utilization of these strengths. For newspaper publications, news manuscripts must feature clear subjects, coherent logic, concise language, and scientific conclusions, while ensuring authenticity, effectiveness, authority, and value in news content. Compared with new media editing, newspaper editors possess stronger writing skills. When producing news, they must ensure incisive commentary, conduct in-depth analysis of news information, and present entire news events to the public. By leveraging the media credibility of newspaper publications, they can expand the influence of newspaper news to better respond to new media challenges.

4.5 Applying Information Technology

In the internet era, newspaper editing work should fully utilize advanced information technology, emphasizing the enhancement of innovative consciousness to steadily improve news production efficiency and quality. For example, editors can collect news materials via the internet, understand readers' real thoughts through email, conduct follow-up investigations on news stories, and achieve two-way interaction with readers, thereby emphasizing the acquisition of first-hand resources. The speed and security of information technology provide great convenience for newspaper editing work, effectively improving both quality and efficiency.

4.6 Strengthening Service Consciousness

The development of the newspaper industry must adopt a long-term perspective, gaining broad reader support and recognition by enhancing service consciousness and establishing a basic philosophy of serving readers while continuously innovating concepts in practice. This can be approached from two aspects: On one hand, newspapers should establish their own Weibo accounts, WeChat official accounts, and other platforms to strengthen communication with audiences, actively listen to reader suggestions, and continuously improve editing methods to gradually enhance work quality. On the other hand, they should categorize audience reading habits to provide personalized reading services, improving

the relevance and reliability of news information and enabling the newspaper industry' s development to align with public preferences.

In summary, as the era continues to develop and progress, the newspaper industry must emphasize editing work innovation and strengthen media development model transformation to survive and thrive, forming a media development model suited to the public. In this new development period, newspaper editors should directly confront the opportunities and challenges brought by the new media era, establish an audience-centered editing philosophy, continuously enhance core competitiveness, promote the healthy growth of the newspaper industry, and drive the diversified development of China' s media sector.

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

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