

Postprint: Role Transformation and Capability Enhancement Pathways for Traditional Media Editors in the Converged Media Context

Authors: Wang Yujie

Date: 2025-07-09T15:34:22+00:00

Abstract

【目的】With the advent of the integrated media era, the information dissemination landscape has undergone profound changes. Audience attention is highly fragmented by new media, self-media, and other platforms, and traditional media editors are facing unprecedented challenges.

【方法】The purpose of this study is to propose practical suggestions and guidance for traditional media editorial teams and related practitioners, and to help traditional media better adapt to the development of the times, continue to play an important role in the wave of integrated media, and promote the innovation and integrated development of traditional media.

【结果】This study is based on the background of media development and analyzes the direction of role transformation for traditional media editors through methods such as literature analysis, data review, and case study. The main findings are that the role of traditional media editors is currently undergoing the following transformations: from single content producers to diversified content integrators, from “static” editors to “dynamic” disseminators, from post-processors of audience feedback to real-time interactive participants, and from mere “gatekeepers” to a dual emphasis on “guides” and “service providers”. The study further analyzes the requirements that traditional media editors must face regarding role transformation in the integrated media era and proposes corresponding countermeasures and path suggestions.

【结论】It mainly covers the following aspects: strengthening integrated media thinking, enhancing “cross-media” business skills, cultivating data literacy, improving social interaction capabilities, enhancing content innovation capabilities, strengthening cross-departmental team collaboration capabilities, and finally, actively embracing AI technology and effectively utilizing this tool to become excellent media professionals in the AI era.

Full Text

Research on the Role Transformation and Capability Enhancement Path of Traditional Media Editors in the Context of Integrated Media

Architecture Magazine Co., Ltd., Beijing 100835

Abstract

[Objective] With the advent of the integrated media era, the information dissemination landscape has undergone profound changes. Audience attention has been highly fragmented by new media and self-media platforms, presenting unprecedented challenges for traditional media editors. **[Method]** This study aims to provide practical recommendations and guidance for traditional media editors and related practitioners, while also helping traditional media better adapt to the times and continue playing an important role in the integrated media wave, thereby promoting innovation and integrated development in traditional media. **[Results]** Grounded in the context of media development, this research analyzes the direction of role transformation for traditional media editors through literature analysis, data synthesis, and case study methods. The findings indicate that traditional media editors are currently undergoing several key transformations: from single content producers to multi-content integrators, from “static” editors to “dynamic” communicators, from delayed audience feedback processors to real-time interaction participants, and from pure “gatekeepers” to dual roles as both “guides” and “service providers.” The study further examines the requirements posed by these role transformations in the integrated media era and proposes corresponding strategies and pathways. **[Conclusion]** The recommendations primarily cover the following aspects: strengthening integrated media thinking, enhancing cross-media business skills, cultivating data literacy, improving social interaction capabilities, boosting content innovation capacity, strengthening cross-departmental teamwork, and finally, actively embracing AI technology to effectively utilize this tool and become excellent media professionals in the AI era.

Keywords: integrated media; traditional media editors; role transformation; capability enhancement; path research

CLC Number: G232

Document Code: A

Article ID: 1671-0134(2025)05-102-04

DOI: 10.19483/j.cnki.11-4653/n.2025.05.022

Citation Format: Wang Yujie. Research on the Role Transformation and Capability Enhancement Path of Traditional Media Editors in the Context of Integrated Media [J]. China Media Technology, 2025, 32(5): 102-105.

In the wave of the information society, the integrated development of traditional and emerging media has become an irreversible trend. The transformation from traditional media to integrated media represents not merely a technological innovation, but also a profound change in communication philosophy, operational models, and audience relationships. In today's rapidly developing digital age, integrated media has become the mainstream trend in the media industry. New media forms have broken down the boundaries between traditional media, deeply integrating newspapers, radio, television, and other media with emerging online and mobile media [1], thereby achieving resource "integration," content "compatibility," promotional "mutual integration," and interest "co-integration."

Media technology and communication technologies are rapidly updating and iterating, while audience habits of receiving and using information are also changing. Consequently, in the context of the integrated media era, the information dissemination landscape has undergone profound changes, and traditional media editors face unprecedented challenges and opportunities [2]. Against this backdrop, the original work patterns and role positioning of traditional media editors have been strongly impacted, urgently requiring corresponding transformations and capability enhancements to meet the new demands of media content production and dissemination in the integrated media era. As a critical link in content gatekeeping, processing, and dissemination, whether traditional media editors can successfully achieve role transformation and effectively enhance their capabilities to play this "integration card" well has a crucial impact on the survival and development of traditional media in the integrated media era.

1. Interpretation of Role Transformation for Traditional Media Editors in the Integrated Media Era

1.1 From Single Content Producer to Multi-Content Integrator

Traditional media editors previously focused primarily on content creation within a single media format—for instance, newspaper editors mainly edited and typeset text manuscripts, while television editors specialized in video content editing and production. However, in the integrated media era, audience needs have become diversified and fragmented [3], with consumption habits favoring information acquisition through multiple channels and in various forms. This requires traditional media editors to transform their roles into multi-content integrators. Editors must integrate diverse materials including text, images, audio, and video, break down barriers between different media, and repackage content according to the characteristics of different dissemination platforms and audience groups to create "products" suitable for integrated media communication.

For example, when processing a news report, new media editors (or teams) must not only write accurate and vivid text manuscripts but also select appropriate on-site photos, interview audio, and related short video materials, organically

fusing these elements into a “content package” that can be pushed synchronously or differentially across multiple platforms such as websites, apps, and social media to meet the information acquisition needs of different users in different scenarios.

1.2 From “Static” Editor to “Dynamic” Communicator

In the past, traditional media editors’ work was relatively static—for example, newspaper editors completed editing and typesetting and then waited for printing and distribution, while television editors finished program scheduling and waited for broadcast at fixed times. In the integrated media environment, however, information dissemination is real-time, dynamic, and continuously updated. Editors must monitor event developments in real time, promptly supplement, correct, and expand on published content, and maintain freshness and appeal at all times. Taking breaking news coverage as an example, editors should release brief messages on new media platforms at the first moment, then continuously follow up by pushing more detailed text reports, on-site photos, video interviews, and other content. Based on feedback and comments, they should adjust subsequent reporting angles and priorities to form a dynamic communication chain, like an ongoing “news live broadcast,” participating throughout the entire information dissemination process rather than merely completing fixed editing tasks at certain stages.

1.3 From Delayed Audience Feedback Processor to Real-Time Interaction Participant

In the traditional media era, audience feedback often lagged, making it difficult for editors to obtain readers’ and viewers’ opinions and ideas simultaneously with content publication. Today, integrated media platforms have endowed audiences with the ability to interact instantly—they can comment, like, and share at any time to express their views and emotions [4]. Traditional media editors must actively participate in this real-time interaction, using audience feedback as an important basis for content optimization and dissemination expansion. Editors should monitor audience comments in real time, reply to their questions, collect valuable suggestions, and even invite audiences to participate in content creation through topic solicitation, user story sharing, and other activities, transforming audiences from passive information receivers to active content co-creators. This role transformation helps editors better grasp audience needs, enhance stickiness between content and audiences, and improve dissemination effectiveness.

1.4 From Pure “Gatekeeper” to Both “Guide” and “Service Provider”

In traditional media, editors served as information “gatekeepers,” with primary responsibilities for reviewing content authenticity, accuracy, legality, and values to determine what could enter dissemination channels. However, in the integrated media era, with massive and complex information, audiences often

become lost when facing numerous information sources. At this time, editors must not only continue their “gatekeeper” role [5] to screen quality content but also assume the important responsibility of “guide,” helping audiences sort out information contexts and guiding them to correctly view various complex social phenomena and hot topics through special topic planning, quality content recommendation, and interpretation of hot events.

Simultaneously, in the internet context, editors must also become “service providers,” emphasizing user thinking, paying attention to audiences’ personalized needs, and providing them with customized content recommendations, information query services, and other offerings—for example, pushing relevant articles and videos based on users’ browsing history and interest preferences to enhance audience experience and media loyalty.

2. Capability Enhancement Paths for Traditional Media Editors in the Integrated Media Era

2.1 Adapt to Development Trends and Strengthen Integrated Media Thinking

First, establish integrated dissemination awareness. Traditional media editors must deeply recognize the trend of mutual integration and collaborative development among different media platforms in the integrated media era [6], abandoning the past mindset of focusing solely on a single medium. When planning topics and organizing content, they should consider from the outset how to achieve optimal dissemination effects across multiple platforms, accomplishing “one-time collection, multiple-generation, and diversified dissemination” [7]. For example, for a cultural topic, they can simultaneously conceive an in-depth article suitable for newspaper publication and a creative video scheme suitable for short-video platforms, allowing content to showcase its strengths on different platforms and cover broader audiences.

Second, cultivate “user thinking.” Editors need to shift their focus from pure content production to user needs and experiences, deeply understanding the interests, reading habits, and information acquisition methods of different user groups. Through big data analysis, user research, and other means, they should accurately grasp user profiles and customize content and dissemination strategies according to user needs [8].

2.2 Master Diverse Skills and Enhance Cross-Media Business Capabilities

First, master multiple content production software within capability limits. To integrate various forms of content, editors need to proficiently use text editing software, image processing software, audio editing software, video editing software, and some mobile apps. For example, when producing an integrated media special report, editors should be able to use text editing software to write

high-quality copy, image processing software to optimize accompanying photos, audio editing software to edit interview recordings, and then use video editing software to synthesize these elements with filmed video materials into complete and attractive video content, achieving diversified content presentation [9].

Second, familiarize with the operation rules and dissemination characteristics of different media platforms. Different integrated media platforms have their unique operation rules, recommendation mechanisms, and user characteristics. Editors must deeply understand these platform differences and master skills in content publishing, title formulation, topic setting, and user interaction on various platforms. For instance, Weibo focuses more on topic heat and immediacy, so editors should be adept at using popular topic tags when publishing content to increase exposure; Douyin, meanwhile, emphasizes short video 趣味性 and visual impact, requiring editors to invest more effort in creativity and visual presentation when planning Douyin content to better promote content across platforms and expand dissemination influence. For example, the author's organization, when releasing news information on new media, quickly transforms news (static graphics and text) into short videos for distribution on matrix platforms like WeChat Channels and Douyin, better aligning with users' information consumption habits and thereby attracting a large volume of audience "traffic."

2.3 Integrate into the New Information Environment and Cultivate Data Literacy

First, learn to collect and analyze data. In the integrated media era, data is everywhere. Editors should be adept at using various data collection tools, such as website backend statistics systems and social media platform data analysis functions, to collect data on content dissemination effectiveness, including readership, likes, comments, and shares [10]. Through data analysis, editors can understand what content is popular with audiences and what needs improvement, thereby optimizing subsequent topic planning and content production.

Second, make decisions based on data. Data should not only reflect dissemination effectiveness but also serve as an important basis for editorial decision-making. Editors can adjust content topic directions, presentation forms, and release timing based on user interest preferences and geographic distribution obtained through data analysis. When data analysis reveals that users in a certain region have extremely high attention to local livelihood news, editors can appropriately increase the proportion of livelihood news coverage for that region and choose to publish during periods of high local user activity to improve content relevance and dissemination efficiency, more precisely meeting audience needs.

2.4 Embrace Challenges, Open Minds, and Improve Social Interaction Capabilities

When traditional media faces huge impacts and shrinking audiences, traditional editors can also leverage new channels and platforms to expand their influence,

making the improvement of social interaction capabilities imperative. First, actively participate in social media interaction through various new media platforms. Traditional media editors should actively establish presences on various social media platforms to interact with audiences as media editors [11], promptly replying to audience comments and private messages, participating in topic discussions, and demonstrating approachability and professionalism. For example, on Weibo, editors can initiate discussions on hot topics, actively express viewpoints, and guide netizens in rational discussion, which not only strengthens connections with audiences but also provides material and ideas for subsequent content creation by understanding social opinion dynamics and public concerns.

Second, plan interactive content and activities. Editors can attract audience participation by planning content and activities with strong interactivity, such as online voting, knowledge quizzes, and lotteries, to increase audience engagement and stickiness. Taking online voting as an example, editors can initiate votes on controversial social topics, allowing audiences to express their views, then write analytical reports based on voting results, making audiences feel their opinions are valued while enriching content sources and presentation forms, creating a virtuous interaction cycle that enhances media influence in the integrated media environment.

2.5 Innovate Media Content and Production Forms to Enhance Innovation Capability

First, enrich and innovate content presentation forms. In the integrated media era, audiences easily develop aesthetic fatigue from monotonous content forms. Editors need to continuously explore innovative content presentation forms. Beyond traditional graphic and video formats, they can attempt to use new technologies such as Virtual Reality (VR) and Augmented Reality (AR) to create immersive content experiences [12]. For example, when reporting on historical and cultural sites, VR technology can be used to allow audiences to virtually visit attractions and experience historical culture, enhancing content dissemination power.

Second, innovate topic planning approaches. Editors should break through conventional topic planning thinking, exploring valuable topics from different angles and levels. They should pay attention to new phenomena and issues in social development, as well as niche but distinctive fields, combining current hot topics and audience interest points for topic planning. For instance, when numerous media outlets are reporting on popular entertainment and sports events, editors can take a different path by focusing on stories of traditional handicraft inheritors, packaging and disseminating them through integrated media to showcase the unique charm of traditional culture, meeting some audiences' needs for niche quality content and thereby highlighting the media's differentiated competitive advantage. Similarly, understanding that younger user groups prefer to acquire light and interesting knowledge-based information through short videos, editors can present some popular science knowledge in vivid, concise, and lively short

video formats to increase content appeal to target user groups. For example, the integrated media team at the author's organization once transformed highly professional and dry specialized content into long-graphic + small-animation short videos, quickly "harvesting" a wave of traffic while winning unanimous praise and achieving good social benefits.

2.6 Emphasize Talent Team "Integration" and Strengthen Cross-Departmental Collaboration

Establish cross-departmental collaboration mechanisms within media organizations. Integrated media content production often involves multiple departments, such as interview, editorial, technical, and operations departments [13]. Editors should actively establish good collaborative relationships with other departments to achieve information sharing, resource integration, and complementary advantages. Simultaneously, they can participate in external cooperation and exchange activities within the industry to learn from and collaborate with other media peers and experts in related fields. This includes attending integrated media-related seminars, training workshops, and workshops to understand the latest industry development trends and cutting-edge technology applications [14]; cooperating with other media to jointly create high-quality integrated media content. For example, media from different regions can jointly plan a national-themed report, expanding influence and forming brand effects by integrating resources and distinctive content from various locations. Similarly, when producing a large-scale integrated media special topic, editors must communicate interview needs and priorities with journalists, discuss with technical staff how to use new technologies for innovative content presentation, and jointly formulate promotion strategies with operations personnel to ensure smooth project progress, high-quality content output, and effective dissemination.

2.7 Enhance AI Learning and Application Capabilities to Become Excellent All-Round Media Professionals in the AI Era

With the rapid development of Artificial Intelligence (AI) technology, content creation and dissemination methods are changing and increasingly permeating all aspects of work and life [15]. Traditional media editors must proactively adapt to changes and enhance AI application capabilities. First, they need to enhance their perception of AI technology. AI technology is evolving rapidly, especially in the Natural Language Processing (NLP) field, where significant progress has been made. Second, improving data analysis and processing capabilities is key for traditional media editors to enhance AI application skills. AI technology relies on large amounts of data to train and optimize models, and editors can use data analysis to optimize content creation and dissemination strategies [16]. Editors need to closely monitor AI technology development trends and understand its applications in news reporting and content creation, such as data analysis software and natural language processing tools, to improve work efficiency and content creation quality.

Overall, the role transformation and capability enhancement paths for integrated media editors are illustrated in Figure 1 [Figure 1: see original paper].

Figure 1 Schematic Diagram of New Roles and Capability Enhancement Paths for Integrated Media Editors

Conclusion: Adapt to Changes, Cultivate Internal Strength, and Develop Through Integration

Modern media technology is evolving rapidly, continuously posing more challenges to traditional media and editorial teams that require proactive response, bold transformation, and continuous innovation to keep pace with the times, produce high-quality content, and seek sustainable high-quality development [17]. The integrated media era has brought profound role transformation requirements for traditional media editors. Traditional media editors must actively and proactively enhance their comprehensive qualities through various capability enhancement paths, including strengthening integrated media thinking, improving cross-media skills, and cultivating data literacy, to better meet the requirements of the integrated media era.

The development of new quality productive forces is in the ascendant, with all industries accelerating the cultivation of new quality productive forces. While the media environment under the background of new technological explosions certainly poses great challenges to traditional media, it also creates new opportunities for traditional media platforms. With continuous technological advancement and deepening media integration, traditional media editors will inevitably need to continuously adapt to new changes and challenges, continuously explore more effective role positioning and capability enhancement methods, and find their own upward path in the integrated media era. Traditional media possesses professional news teams, solid planning capabilities, and long-established brands, broad information channels, and rich experience—advantages that are difficult to replace by pure emerging media in the short term [18]. Through transformational development and capability innovation in editorial teams, new integrated media can provide audiences with higher-quality, richer, and more demand-oriented content products, driving the continuous forward development of the media industry.

References: [1] Wu Yanan. Strategies for Enhancing News Gathering and Editing Capabilities from an Integrated Media Perspective [J]. Reporter Observation, 2024(23): 68-70.

[2] Yang Sheng. Analysis of Role Transformation of Traditional Media Editors in the Integrated Media Era [J]. News World, 2021(12): 33-35.

[3] Ma Wenjuan. How News Gathering and Editing Work Can Better Adapt to the Needs of the Integrated Media Era [N]. Shanxi Economic Daily, 2024-08-21(4).

[4] Wang Yongqian. Innovative Development of Cultural TV Programs Under Media Convergence [J]. Satellite TV & Broadband Multimedia, 2024(3):

110-112.

- [5] Wang Hong. Integrated Media Practice [M]. Beijing: Communication University of China Press, 2020: 124-126.
- [6] Yao Lidan. Role Transformation and Mission Adherence of New Media Editors [J]. Media Forum, 2022(4): 11-13.
- [7] Du Qiuli. Analysis of Editorial and Publishing Transformation Paths in the Integrated Media Era [D]. Beijing: Beijing Foreign Studies University, 2023.
- [8] Yang Qingfeng. Research on the Mechanism and Path of Intelligent Transformation Reshaping Traditional Media Competitive Advantages [D]. Beijing: Communication University of China, 2023.
- [9] Chen Kun. The Impact and Challenges of Social Media on News Editing Processes [J]. News Dissemination, 2024(21): 91-93.
- [10] Hu Yuanchun. Compiling New Chapters Through Integrated Media Technology—Capability Enhancement Strategies for Publishing Editors in the Integrated Media Era [J]. News Culture Construction, 2024(19): 70-72.
- [11] Li Zheng. On the Innovation and Growth Path of Editors in the Integrated Media Era [J]. Scientific Innovation & Brand, 2023(11): 73-76.
- [12] Zuo Zhihong. Blockchain and Virtual Reality Applications in Publishing Industry Will Have Standards to Follow [N]. China Press, Publication, Radio, Film and Television Journal, 2023-07-17(8).
- [13] Zhang Xiaojun. Analysis of How to Improve News Dissemination Quality and Efficiency of County-Level Integrated Media Under New Media Context [N]. Science Guide, 2024-10-29(B2).
- [14] Wu Jing. Research on Cultivating New Era Talents from the Perspective of Integrated Media [D]. Shijiazhuang: Hebei Normal University, 2023.
- [15] Zhang Qunchen, Li Ruochen. Use AI Well, Explore AI, Enjoy AI [N]. Beijing City Sub-center Daily, 2024-09-04(2).
- [16] Wu Peizhao. Analysis of Media Innovation Strategies in the Digital Age [J]. Collection, Writing & Editing, 2024(6): 4-6.
- [17] Chen Feibing. Research on Countermeasures for Enhancing New Media Editor Capabilities in the All-Media Era [J]. News Dissemination, 2024(24): 85-87.
- [18] Lu Ling. Research on the Path of New Media Integration Development for Academic Journals Driven by New Quality Productive Forces [J]. Journal of Hubei University of Economics (Humanities and Social Sciences Edition), 2024(12): 38-41.

Author Biography: Wang Yujie (1984—), female, from Henan, Master's degree, Editor. Research interests: journal publishing, integrated media, news communication.

(Responsible Editor: Li Yansong)

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

Source: ChinaXiv — Machine translation. Verify with original.