

Review

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Analysis of Strategies for Enhancing News Editing Competence in the New Media Era

Yunzhi Ling*

Yunnan Broadcasting Television, Kunming, Yunnan 650000, China

Abstract: In the new media era, news editors face challenges such as information explosion, diversified communication channels, and changing audience demands. To enhance editorial capabilities, it is essential to strengthen professional knowledge and skills training, cultivate interdisciplinary thinking and comprehensive competencies, and leverage big data and artificial intelligence technologies to improve information filtering and editing efficiency. Concurrently, establishing learning and exchange mechanisms to facilitate communication and collaboration within and beyond the industry will help explore new models and strategies for news reporting. Through continuous learning and innovation, news editors can maintain a competitive edge in the new media landscape and provide readers with higher-quality news content.

Keywords: New media era; Journalism editing competence; Enhancement strategies

1. Introduction

With the rapid development of the new media era, journalism editing faces unprecedented challenges and opportunities. The rapid updating of information and the diversification of dissemination channels demand higher professional competence and comprehensive skills from news editors. To adapt to these changes, editors must continuously enhance their abilities in information screening and integration, planning and innovation, as well as multimedia application. This article delves into strategies for improving the capabilities of news editors in the new media era, aiming to provide references and insights for them to better fulfill their roles in this new age.

2. Challenges to News Editing Competence in the New Media Era

2.1. Information Explosion and Rapid Updates

In the era of new media, the exponential growth of

information has become a prominent characteristic. The widespread adoption of internet technology and mobile devices enables people to access information anytime and anywhere, with diverse sources and complex content. Confronted with this deluge of information, news editors must possess enhanced capabilities in information filtering and integration. They need to swiftly identify valuable news leads from various channels, conduct in-depth analysis and organization, and ultimately produce impactful news reports. Simultaneously, the accelerated pace of information updates presents significant challenges for news editors. In this age, the development of news events can change in an instant, requiring editors to maintain constant sensitivity to unfolding stories, promptly acquire the latest information, and update their reports accordingly. This demands that news editors have rapid and accurate information processing skills, enabling them to complete the collection, organization, analysis,



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and reporting of information within short timeframes.

2.2. Diversification and Interactivity of Communication Channels

In the new media era, the diversification and interactivity of communication channels also present significant challenges for news editors. The integration of traditional and new media has enriched and diversified news dissemination channels, requiring news editors to be familiar with the communication patterns and characteristics of various media platforms and to create customized content tailored to the audience needs of different platforms. Simultaneously, the rise of social media has introduced greater interactivity and participation into news dissemination. Readers can comment, repost, and share news events on social media platforms, which not only expands the breadth and depth of news dissemination but also imposes higher demands on news editors. News editors need to pay attention to user feedback and opinions on social media, promptly adjusting reporting directions and content to better meet the needs and expectations of readers. Additionally, cross-media communication methods require news editors to possess the ability to integrate across boundaries. They must be familiar with the expressive techniques and skills of different media forms, organically combining elements such as text, images, and videos to create visually impactful and compelling news reports ^[1].

2.3. Changes in Audience Needs

In the new media era, changing audience demands present fresh challenges for news editors. Readers no longer seek mere information delivery but prioritize personalization, depth, and interactivity in news consumption. They expect comprehensive and in-depth coverage while desiring active participation in news reporting to express their perspectives. This necessitates that editors possess sharper insight and judgment to accurately identify readers' interests and deliver targeted content. Simultaneously, editors must emphasize interaction and communication with audiences, promptly responding to comments to enhance engagement. Moreover, as readers demand higher quality and faster news delivery, editors must continuously improve their professional competence and comprehensive skills. This requires solid theoretical knowledge in journalism, proficient

news gathering and editing techniques, strong writing abilities, acute news sensitivity, and profound cultural literacy. Only by meeting these standards can editors thrive in the new media landscape, providing high-quality news content and services.

3. Core Competencies News Editors Should Possess

3.1. Information Screening and Integration Capability

In the era of information explosion, news editors are confronted with an overwhelming number of information sources. They must quickly browse, filter, and determine which information holds news value and which is redundant or irrelevant within a short timeframe. This skill demands that news editors possess keen news sensitivity and extensive experience. Beyond filtering information, news editors also need the ability to integrate information from multiple sources. Due to the diversification of information dissemination channels in the new media age, a single news event often has multiple different sources. News editors must comprehensively consider information from these sources, compare and analyze them to identify the most comprehensive and accurate facts, and integrate them into a complete news report. This integrative ability requires not only solid professional knowledge but also cross-disciplinary comprehensive skills and judgment.

3.2. Planning and Innovation Capabilities

In the era of new media, news reporting is no longer merely about simple information dissemination but places greater emphasis on content planning and innovation. News editors must possess the ability to devise compelling news themes, attracting readers' attention and engagement through carefully curated topics and reporting strategies. This requires editors to have keen market insight and a rich imagination, enabling them to identify social trends and public concerns and transform them into newsworthy subjects ^[2]. Additionally, news editors need the capability to innovate in how stories are reported and presented. Traditional text-based reporting can no longer meet readers' diverse demands for news content. Editors must leverage new media technologies, integrating elements such as images, videos, and audio to reinvent the presentation of news. For instance, methods like live streaming, short videos, and H5

pages can deliver news in more vivid and intuitive formats. This not only enhances the reader's experience but also improves the dissemination effectiveness of news content.

3.3. Multimedia Application Capabilities

In the era of new media, news editors must be proficient in a variety of new media tools. These tools include, but are not limited to, word processing software, image editing software, and audio-video editing software. News editors need to use these tools to edit, format, enhance, and refine news content, ensuring its accuracy and readability. At the same time, news editors must also possess the ability to produce high-quality multimedia news content. This includes capturing news photos, recording news videos, and editing audio files. Through the presentation of multimedia content, the on-site situation and details of news events can be better showcased, allowing readers to gain a deeper understanding of the news. This capability requires news editors to have professional multimedia skills and the ability to operate related equipment. Furthermore, news editors need to stay updated on the latest developments in new media technology, continuously learning and mastering new technologies and tools. Only by maintaining sensitivity to new technologies and a capacity for learning can they remain competitive in the fiercely contested news market.

3.4. Interaction and Communication Skills

In the era of new media, readers increasingly demand higher engagement and interactivity with news content. News editors need to establish effective communication channels with readers, promptly responding to their feedback and opinions. Through social media platforms, news websites, and other channels, news editors can gather readers' suggestions and insights, understand their needs and interests, and adjust reporting directions and content accordingly. This interactive and communicative ability helps news editors better meet readers' demands and enhance the dissemination effectiveness of news content. At the same time, news editors must also maintain good communication relationships with various internal and external stakeholders. Within the media organization, news editors need to work closely with team members such as reporters and photographers to collaboratively complete the interviewing and editing tasks of news reports^[3]. Externally, news editors must foster strong

cooperative relationships with government departments, enterprises, institutions, social organizations, and other partners to obtain more valuable news leads and resources. This communication and collaboration capability enables news editors to better accomplish news reporting tasks, enhancing the authority and influence of news content.

4. Strategies for Enhancing News Editing Skills in the New Media Era

4.1. Strengthening Professional Knowledge and Skills Training

In the new media era, professional knowledge and skills serve as the cornerstone of a news editor's career. To adapt to the increasingly complex news communication environment, news editors must continuously update and enhance their capabilities. (1) News editors should consistently update their theoretical knowledge of journalism. The rapid evolution of the news industry requires editors to maintain a deep understanding of news theories, policies, and regulations. By regularly participating in professional training, seminars, and academic exchanges, news editors can stay informed about the latest industry trends, sharpen their sensitivity and insight into the field, and more accurately grasp the direction of news events. (2) News editors must focus on improving their professional skills. The new media era demands more comprehensive and diverse skills, including text editing, image processing, and audio-video editing. Editors must not only master these skills but also be adept at applying them flexibly in news reporting. Through specialized skill training, hands-on practice, and case analysis, news editors can continually elevate their professional competence, thereby enhancing the quality and effectiveness of news reports^[4]. (3) News editors also need to emphasize the development of teamwork and communication skills. News reporting is often a collaborative effort, requiring close communication and coordination with other team members, such as reporters and photographers. Editors should possess strong communication abilities and a team-oriented mindset, enabling them to convey information accurately, coordinate resources, and ensure the smooth progress of news reporting.

4.2. Cultivating Cross-Disciplinary Thinking and Comprehensive Competence

In the new media era, news editors face diverse

challenges that require not only professional expertise but also the cultivation of cross-disciplinary thinking and comprehensive competencies to adapt to dynamic work environments. (1) News editors need to learn and master knowledge and skills across multiple fields. News reporting often involves politics, economics, culture, society, and many other areas. To better report on and analyze these complex and multidimensional events, news editors must gain a deep understanding of the basic principles, industry norms, and latest developments in various fields. This requires them to continuously follow trends in relevant areas and expand their knowledge systems through reading related books, participating in academic seminars, and engaging in interdisciplinary exchanges. (2) News editors must develop the ability and awareness for cross-boundary integration. In the new media era, information sources are rich and diverse, necessitating the capacity to approach issues from multiple perspectives and integrate relevant information. This demands keen observation and judgment, enabling editors to quickly identify key points in various types of information and, through comprehensive analysis and synthesis, produce thorough and in-depth reports. (3) News editors should also focus on developing their overall competencies. These include strong professional ethics, acute news sensitivity, a rigorous work attitude, and excellent writing skills. As disseminators of public information, news editors must maintain constant attention and enthusiasm for news events, approaching their work with a high sense of responsibility and dedication^[5].

4.3. Leveraging Big Data and Artificial Intelligence Technologies

In the era of new media, big data and artificial intelligence technologies, with their unique advantages, provide unprecedented support and assistance to news editors, driving the transformation of news dissemination. (1) News editors can leverage big data technology for in-depth information screening and analysis. In this data-driven age, big data offers news editors vast amounts of user data and information resources. By collecting and analyzing user data from platforms such as social media and search engines, news editors can more accurately understand readers' needs and interests, enabling targeted news planning and reporting. At the same time, big data technology

allows for real-time tracking and analysis of the dissemination trends and impact of news events, providing scientific and effective data support for news reporting decisions. News editors can leverage artificial intelligence (AI) technology to improve editorial efficiency. AI technology offers powerful automation and intelligent capabilities, enabling it to automatically handle tedious editorial tasks such as proofreading and formatting. This not only significantly reduces the workload of news editors but also lowers the rate of human error, thereby enhancing the accuracy and readability of news reports. Additionally, AI technology can recommend relevant news content based on readers' reading habits and interests, enabling personalized recommendations and targeted marketing, which in turn improves the reach and impact of news content. However, it is important to note that while big data and artificial intelligence technologies are powerful, they are merely tools. When utilizing these technologies, news editors must continue to maintain strict control over and review of news content. News editors must possess a high level of professional competence and ethical standards to ensure that the news they report is truthful, accurate, objective, and impartial. At the same time, they must remain vigilant and cautious when applying big data and artificial intelligence technologies to prevent risks such as misuse of technology and data breaches.

4.4. Establish Learning and Exchange Mechanisms

In the rapidly evolving era of new media, continuous learning and communication within the news editing industry have become crucial. To consistently enhance both individual and industry competitiveness, it is essential to establish an effective mechanism for learning and exchange. (1) Creating learning and communication platforms within the industry is indispensable. These platforms can be online communities, such as WeChat or QQ groups, or specialized forums for news editors. Through these platforms, news editors can easily share their practical experiences and insights, drawing inspiration and enlightenment from the success stories of others. Simultaneously, they can engage in in-depth discussions on the latest trends in the news industry, technological developments, as well as the challenges and opportunities they face, collectively broadening

their perspectives and thinking. (2) Strengthening exchanges and cooperation with domestic and international peers is also a vital way to enhance news editing capabilities. By participating in international news exchange events, academic seminars, and other industry conferences, news editors can connect with more peers from around the world, learning about reporting methods and strategies in different cultural and contextual settings. Face-to-face communication and discussion not only deepen mutual understanding but also spark new ideas and inspiration. Additionally, establishing collaborative relationships to jointly plan and report on relevant news events is an important way to improve the quality and impact of news reporting.

5. Conclusion

In the new media era, enhancing the capabilities of news editors is not only a requirement for individual career development but also an inevitable demand for the media industry to adapt to the changing times. By strengthening professional knowledge and skills training, fostering interdisciplinary thinking and comprehensive qualities, and fully leveraging big data and artificial intelligence technologies, news editors can continuously improve their professional competence and overall abilities. Looking ahead, news

editors should engage in ongoing learning and constant innovation to provide readers with more diverse, in-depth, and accurate news coverage, collectively driving the prosperity and development of the journalism industry in the new media era.

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