

Review

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Strategies for Enhancing the News Gathering and Editing Capabilities of Journalists in the Converged Media Era

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Abstract: In the wave of the converged media era, the landscape of news dissemination has undergone profound changes. This paper explores strategies for enhancing the news gathering and editing capabilities of journalists in the converged media era. It elaborates on the crucial role of news in this context and analyzes the challenges faced by journalists, including information acquisition and filtering, innovation in reporting forms and content, technology application and integration, as well as work pace and pressure. Strategies are proposed to improve journalists' proficiency in using new media tools, enrich their professional skills, foster innovative thinking, enhance teamwork and communication abilities, and strengthen the application of new media technologies. The aim is to provide guidance for journalists to adapt to the converged media environment, improve their news gathering and editing capabilities, and promote the development of the news industry.

Keywords: Converged media era; News editors and reporters; Editing and reporting capabilities; Enhancement strategies

1. Introduction

In today's converged media era, news plays an indispensable role. As a crucial vehicle for information dissemination, it promptly reflects social dynamics, guides public opinion, and provides diversified information services to the public. However, journalists and editors face numerous challenges. The sheer volume and complexity of information increase the difficulty of acquisition and filtering; reporting formats and content require constant innovation to meet audience demands; rapid technological advancements necessitate the mastery and integration of various new media technologies; accelerated work pace and heightened pressure also impose greater demands on them. Therefore, researching how to

enhance the editorial and reporting capabilities of news professionals holds significant practical importance, enabling adaptation to the evolving times and improving both the quality of news and its communication effectiveness.

2. The Role of News in the Era of Converged Media

2.1. Enhancing the Dissemination Efficiency of News

Traditional information dissemination methods are significantly limited in speed due to the relatively small volume of information they carry and the necessary processes involved, such as event logging, data collection, literary processing, information verification, editing, and printing. This makes it difficult to rely on



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paper-based media like newspapers and magazines for timely access to desired information. However, with the further development of the internet, news media can now utilize online methods for information dissemination. This not only mitigates the inefficiencies caused by the aforementioned steps but also greatly enhances the brand value of media information.

2.2. Expanding Journalists' News Coverage Areas

Traditional news reporting requires journalists to visit the scene in person, interview victims and bystanders, and comprehensively understand the event from multiple perspectives before completing the story. This means that the content journalists can report is limited by geographical constraints. However, by leveraging online methods, journalists can now conduct interviews with involved parties remotely and capture the entire process of events through recordings and videos. This not only significantly enhances the authenticity of news reporting but also enables truly cross-regional news coverage.

2.3. Expanding the Audience Reach of News

Since everyone's methods of collecting news materials vary due to personal preferences, time constraints, and other factors, traditional media—which primarily provides information through images, television, and text layouts—does not suit every demographic. This significantly impacts the efficiency of information dissemination within groups. However, with the advancement of internet information technology, the ways information is transmitted have gradually diversified, as seen in the now globally widespread phenomenon. Short-form audio self-media platforms, led by TikTok, have emerged precisely because of the application of internet information technology. People can now select media content and formats that align with their personal tastes, thereby further expanding the reach of media audiences ^[1].

3. Challenges Faced by News Editors and Reporters in the Converged Media Era

3.1. Challenges in Information Acquisition and Screening

The sources of information have become unprecedentedly diverse, with a massive influx of content emerging from various channels such as social media, independent content platforms, and professional news

websites. This has led to an overwhelming complexity of news leads, making it extremely challenging for journalists and editors to accurately identify valuable, authentic, and reliable news clues from the vast sea of information. Misinformation and harmful content are pervasive, often deliberately misleading or exaggerated for the sake of attracting traffic, which significantly complicates the task of verifying information authenticity. The rapid and fragmented nature of information dissemination, coupled with the ever-changing landscape of trending topics, demands that journalists quickly assess and filter content suitable for in-depth reporting within short timeframes. Simultaneously, they must avoid being misled by false information to prevent reporting errors, placing exceptionally high demands on their professional expertise and judgment.

3.2. Challenges in News Reporting Formats and Content Innovation

Audiences' demand for diverse forms of news reporting continues to grow. They are no longer satisfied with traditional text and image-based coverage but instead expect richer experiences, such as the integration of video, audio, virtual reality, and other multimedia formats. This requires news editors and reporters to possess cross-media creative capabilities. However, mastering multiple skills and organically combining them is no easy task. The application of technology and innovation in form demand significant time and effort to learn and practice. In terms of content, the information explosion has led to severe homogenization, making it a critical challenge to unearth unique, in-depth news content that can capture audience interest.

3.3. Challenges in Technology Application and Integration

The rapid advancement of new media technologies, such as big data analytics, AI-assisted writing, and virtual reality, continues to emerge, requiring journalists and editors to quickly master these emerging tools. However, the complexity and diversity of these technologies increase the difficulty of learning and application. They must not only understand the technical principles but also skillfully apply them in practical work. Different media platforms have their own unique technical requirements and communication characteristics, making it challenging to integrate

multiple technologies into the news production process. For instance, ensuring the authenticity and accuracy of news while skillfully using virtual reality to enhance the sense of presence and appeal of reports, all while considering the compatibility and user experience across various platforms, remains an urgent issue to address. Moreover, the pace of technological updates is extremely fast; just as journalists and editors adapt to one technology, new ones follow in quick succession, placing them under constant pressure to keep learning.

3.4. Challenges of Work Pace and Pressure

The demand for immediacy in news dissemination has reached an unprecedented level. Once an event occurs, news must be published in the shortest possible time. This requires editorial staff to maintain a high state of vigilance at all times, ready to engage in work and respond swiftly to various breaking news events. They have almost no breathing room to carry out their editorial tasks with composure. The widespread use of social media and online platforms has exponentially increased the speed of information dissemination, making the competition for news timeliness exceptionally intense. Editorial personnel must not only rapidly gather information but also complete a series of tasks—such as verification, organization, writing, and editing—within an extremely short timeframe to ensure both the timeliness and accuracy of news. This high-intensity work pace keeps them in a prolonged state of tension, leading to physical and mental exhaustion. Simultaneously, with the diversification of media formats and audience demands, editorial staff are required to undertake a wider variety of tasks and formats, such as producing tailored content for different platforms, including written reports, short videos, live streams, and more. This undoubtedly increases the complexity and volume of their work, further amplifying their pressure^[2].

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

4.1. Enhancing the Ability of Editorial Staff to Utilize New Media Tools

(1) Conduct systematic training on new media tools. Organize professional training courses for common new media platforms and tools, such as WeChat public account editors, Weibo management backends, and short video production software. The training

content should cover basic functions, operational techniques, and specialized applications of these tools. For example, in short video production software training, provide detailed explanations on shooting techniques, editing processes, and special effects addition, enabling editorial staff to skillfully produce engaging short video news content. (2) Encourage practical operation and innovative application. Provide editorial staff with opportunities to apply new media tools in their actual work. Establish new media project teams specifically responsible for the creation and publication of new media content, allowing them to accumulate experience through practice. Encourage editorial staff to innovatively use new media tools and explore new reporting formats and interactive methods. For instance, utilize virtual reality technology to create news scenarios, enhancing the audience's immersive experience. (3) Establish a communication and sharing mechanism. Regularly organize exchange sessions among editorial staff to share insights, techniques, and challenges encountered while using new media tools. Through these exchanges, staff can learn from each other, complement their strengths, and collectively improve their proficiency with new media tools. Additionally, invite industry experts or new media influencers to share experiences and conduct case analyses, broadening the horizons of editorial staff.

4.2. Enhancing the Professional Skills of News Editors and Reporters

(1) Enhancing data mining and analysis skills. With the advent of the big data era, news editors and reporters need to learn how to extract valuable information from vast amounts of data. By mastering data mining tools and analytical methods, they can conduct in-depth analyses of social media data, web search data, and other sources to understand audience interests, trends in trending topics, and shifts in public opinion. For example, by analyzing trending hashtags and discussion activity on social media, they can uncover potential news leads and identify story ideas that are more targeted and timely for news coverage. (2) Enhancing multimedia storytelling skills. News is no longer limited to text or images alone, but now integrates various elements such as video, audio, and animation. Journalists and editors should possess the ability to tell stories using different media formats,

selecting the most appropriate means of expression based on the news content and audience characteristics. For example, when covering major events, they can produce short video news segments to engage audiences with vivid visuals and concise narration; for in-depth reporting, they can use long-form articles rich in text and images, incorporating data analysis and case studies to thoroughly examine the causes and implications behind events. (3) Strengthening interactive and social skills. In the converged media environment, interaction between news content and audiences has increased. Journalists and editors must learn to use social media platforms to communicate and engage with audiences, promptly responding to comments and questions to understand their needs and feedback. By mastering social media marketing techniques, they can effectively promote news content and expand its reach and influence. For example, they can organize online interactive activities, invite audiences to participate in topic discussions or polls, and thereby enhance audience engagement and interest in the news.

4.3. Cultivating Innovative Thinking and Awareness

(1) Foster a work environment that encourages innovation. Media organizations should establish an open and inclusive cultural atmosphere, allowing employees to experiment with new reporting methods and approaches, while providing active encouragement and support for innovative behaviors. For example, implementing an innovation reward system to recognize and reward personnel who propose novel ideas in news gathering and editing that yield positive results, thereby stimulating employees' enthusiasm for innovation. (2) Conduct innovative thinking training activities. Regularly organize news editors and reporters to participate in innovative thinking training courses and workshops, using methods such as case studies, brainstorming, and creative stimulation games to cultivate their innovative thinking abilities. For instance, during brainstorming sessions focused on a specific news topic, encourage participants to freely express various unique insights and ideas without being constrained by traditional thinking patterns, thereby uncovering more innovative reporting angles and approaches. (3) Enhance attention to industry trends and cutting-edge technologies. News editors

and reporters should maintain a keen insight into the development trends of the media industry, actively understanding and learning new communication technologies and methods. For example, pay attention to the application of emerging technologies such as virtual reality, augmented reality, and artificial intelligence in the field of journalism, and explore how to integrate these technologies with news gathering and editing work to create more innovative and engaging news pieces. (4) Encourage cross-disciplinary learning and collaboration. News editors and reporters should not limit themselves to professional knowledge in journalism but should also extensively explore knowledge in other fields such as technology, culture, art, and economics. Through cross-disciplinary learning, broaden horizons, enrich thinking modes, and provide more sources of inspiration for innovation. Strengthen collaboration with different industries, carry out cross-border news projects, and promote the collision and integration of knowledge and thinking from different fields, sparking innovative ideas.

4.4. Enhancing Team Collaboration and Communication Skills

(1) Establish an effective communication mechanism. Clearly define internal communication channels and methods, such as holding regular team meetings and using instant messaging tools, to ensure timely and accurate information transmission. During meetings, encourage members to actively speak up, share work progress, issues encountered, and solutions, fostering mutual understanding and collaboration among team members. (2) Strengthen team-building activities. Enhance team cohesion and trust among members by organizing activities like outdoor team-building exercises and team dinners. In a relaxed and enjoyable atmosphere, members can communicate and cooperate more effectively, breaking down barriers between departments and forming a closely collaborative unit. (3) Carry out cross-departmental project collaboration. Involve editorial staff from different departments in joint projects, such as large-scale feature reports and integrated media live broadcasts. During project implementation, members need to collaborate, leveraging their respective professional strengths to accomplish tasks together. This not only improves the team's collaborative capabilities but also promotes

mutual learning and growth among members. (4) Develop strong communication skills. These include listening, expressing, and providing feedback. Team members should learn to listen attentively to others' opinions and suggestions, respecting diverse perspectives. When expressing their own ideas, they should be clear, precise, and concise, while also providing timely feedback to others to ensure the effectiveness and accuracy of communication.

4.5. Strengthening the Application Capability of New Media Technology

Strengthen familiarity and utilization of new media platforms. News editors and reporters should deeply understand the characteristics and operational models of major social media platforms, news apps, and others, mastering how to publish news, attract followers, and interact with audiences on these platforms. For instance, learning to leverage Weibo's trending topics and immediacy for rapid dissemination of news; mastering the layout, editing, and push strategies of WeChat public accounts to enhance user reading experience. (2) Enhance content production skills for new media. This includes graphic editing, video shooting and editing, animation production, and other aspects. The ability to use professional software to create high-quality, engaging new media content. For example, producing sophisticated infographics to interpret complex data-driven news, shooting lively and interesting short videos to document news scenes, and using animated demonstrations to show the development process of news events. (3) Learn data analysis techniques for new media. Understand how to use data analysis tools to evaluate the dissemination effectiveness of news on new media platforms, such as analyzing metrics like readership, likes, and comments. Adjust news editing and reporting strategies based on data feedback, optimizing content selection and production methods to better meet audience needs and enhance communication impact. (4) Stay updated

on the development trends of new media technology. Continuously learn about emerging new media technologies and applications, such as virtual reality news and AI-assisted writing, actively exploring their potential application in news editing and reporting work. Innovate forms and methods of news reporting to enhance the competitiveness of news media in the new media landscape^[3].

5. Conclusion

The convergence media era presents both opportunities and challenges for news editors and reporters. By enhancing their ability to utilize new media tools, enriching professional skills, fostering innovative thinking and awareness, strengthening teamwork and communication, and reinforcing the application of new media technologies, news professionals can better adapt to the evolving demands of the times. In the future, they should continuously strive to improve their competencies, proactively respond to changes, contribute to the advancement of journalism, create more valuable and impactful news content, and promote the prosperity and progress of the news industry in the convergence media era.

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