

# **Research on the Innovation and Development of News Gathering and Editing in the Era of Media Convergence**

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**Abstract:** with the development of Internet technology and the times, the importance of convergence media has gradually been highlighted. News gathering and editing work is one of the most influential work in the convergence media era, which has a direct impact on the news presentation effect. Therefore, we should change the mode of news gathering and editing work in the traditional era, improve the efficiency of news gathering and editing work, combine with the market development direction, improve the innovation ability, and train the excellent workers of news gathering and editing in the contemporary era. This paper analyzes the ability of news gathering and editing workers, analyzes the existing problems of news gathering and editing work, finds solutions, promotes the innovation and development of news gathering and editing work, and promotes the development of China's convergence media.

## **1. Introduction**

The 21st century is an era of innovative development, which requires the participation of people with innovative spirit. News is an important part of this society, connecting the relationship between people. Therefore, in the era of media convergence, we should strengthen the innovation of news content and form, keep up with the pace of the times, create modern programs, and meet the needs of the market. News gathering and editing work is the key content and basic work of news work. With the acceleration of information circulation and the increase of information in the market, it has brought great challenges to news gathering and editing work. Therefore, it is necessary to innovate the way of gathering and editing, improve the ability of relevant personnel, so as to make a figure in the era of convergence media. The television press needs to pay attention to the work of news gathering and editing, cultivate modern talents, improve the efficiency of news gathering and editing, and promote the development of the times.

## **2. Features of News Gathering and Editing in the Context of Media Convergence**

The so-called news gathering and editing work is related to the collection and editing of news information. The preparatory work of news is very important to the presentation effect of news. Especially in the era of media convergence, the amount of information has increased dramatically, which requires the efficiency and quality of news gathering and editing. Under the background of the media era, news gathering and editing work mainly embodies two characteristics, one is brand effect, the other is the initiative of users [1]. At present, there are many kinds of news with rich content. Users are no longer passive to accept news information, but more active. They can independently select and watch news content suitable for themselves. In this context, news gathering and editing work needs to be combined with the market, understand users' preferences, select news content with a wide audience, and broadcast in the form of users' preferences. Due to the continuous improvement of people's living standards and the increasingly high requirements for the quality of news, the advantages of brand effect have been highlighted. Brand is the guarantee of news quality and has credibility, which can meet the consumer psychology of users and form a fixed user group. Brand effect should be conducive to the expansion of the influence of news media and the promotion of the popularity of users [2]. On this basis, news editors should pay attention to two aspects of improvement, starting from the characteristics of work, find a suitable working mode,

and improve the efficiency of news editing.

### **3. The Ability of News Gathering and Editing Workers in the Era of Media Convergence**

#### **3.1 Cultural and Political Literacy**

As a news editor, we must have basic cultural and political literacy to ensure the quality of news content. In addition, with the increasing influence of convergence media, the audience of news is more and more extensive, and the content of news has a great impact on the development of society. In this context, the ability of news editors is required to be higher and higher, especially in order to have a positive impact on society. News editors are the direction of social development and the representative of political quality. They need to bear the corresponding social responsibility, correctly discuss the development strategy of the party and the state for the people, and ensure the fairness of news [3].

#### **3.2 Keen Observation**

With the development of the Internet, there are more and more information on the market, and the quality is not the same, which has a good or bad impact on the society. This requires that news editors not only have professional quality, but also have keen observation, be good at finding effective information, and write high-quality news. News programs have always been the pronoun of majesty and justice. Therefore, news collectors and editors must do a good job in quality control, strictly screen news content, and screen market information one by one, so as not to waste a useful piece of news, nor let go of a piece of poor information.

#### **3.3 Active Creativity**

Under the background of media convergence, the competition between TV news is more and more fierce, which is not only reflected in the news content, but also in the ability of news gathering and editing. In this context, news editors are required to have modern creative ability, actively develop and innovate news editing forms, improve their own ability, constantly improve their own quality, carry out innovative development and improve the quality of news. With the increasing market competition and the increasing demand of users, only through innovation and development and creativity can we provide new news content, attract users' attention, win the market and seize the first opportunity. News gathering and editing workers should have certain ideation ability, take the initiative to attack, grab the best news content, determine the best plan, and win the final audience rating.

#### **3.4 Planning Ability in Line with Local Characteristics**

In the market with many news, in order to win the favor of users, news content needs to be close to users' life and attract users' attention from the perspective of users. News programs are meant to highlight the people's livelihood and social dynamics. They can't lose their original significance with the development of society. Therefore, when planning, news editors need to plan the news content and dig the news content with local characteristics, so as to arouse the audience's resonance, reflect local problems and fundamentally help the people Enough to improve the ratings of the program.

### **4. Problems in News Gathering and Editing in the Era of Media Convergence**

#### **4.1 Insufficient Efforts to Capture Social Hot News**

The era of convergence media is both an opportunity and a challenge for the news media. With the development of convergence media, the problems in the work of news gathering and editing are gradually exposed. First of all, the ability of news gathering and editing workers to capture hot social news is not enough. Traditional media has a great influence on news editors, which leads to the lack of initiative consciousness of news editors. For a long time, news media has occupied an

important position and initiative in the society. News editors lack of social analysis, so it is difficult to control the market development, rely on fixed thinking mode for a long time, and lead to market sensitivity. The sensitivity decreased. However, in the new media era, it is necessary for editors to have the ability to keep pace with the times and respond to the market demand quickly. The loss of this ability makes it difficult for news editors to catch the hot spots in the market quickly. They lack initiative and competitiveness in the competition, thus losing their market position.

#### **4.2 Poor Efficiency of News Gathering and Editing**

At present, the work efficiency of news gathering and editing in our country is difficult to meet the needs of the development of the times. The main reason is that the application of modern technology in news gathering and editing is relatively small, leading to many kinds of work demands can not be met. Modern technology can enrich the content and form of news, bring fresh feeling to the audience, and attract the audience to watch. In addition, modern equipment can also improve the efficiency of news collection and editing, simplify the intermediate links, save time and cost, and promote the development of news work. However, due to the rapid development of science and technology in China, the reserve of relevant talents is limited, unable to meet the market demand, and there is a situation of short supply. In the media field, there is a lack of professional and technical personnel, so that many technologies are not really applied to the work of news gathering and editing, resulting in the decline of the efficiency of news gathering and editing. In addition, the poor efficiency of news collection and editing is also reflected in the timeliness. The application of modern technology is not perfect, resulting in many news can not be published in the first time, delaying the timeliness of news, reducing people's enthusiasm, and affecting the development of news media.

#### **4.3 Limited Capacity of News Editors**

News editors are not only the guarantee of news quality, but also the main thrust of the development of the media age. Therefore, the ability of news editors is very important. Because the work content of news editors is very complex, so their ability requirements are relatively comprehensive. Especially in the era of media convergence, news editors should not only have good literary talent, but also have enough sensitivity to the market and innovation ability, so as to meet the market demand. At present, due to the influence of traditional media for a long time, our country is short of modern professional talents, especially many journalists lack of understanding of the convergence media, resulting in their own lack of ability and awareness of self-improvement, which affects the overall ability level of our journalists. The limited ability of news editors will not only affect the quality of news, but also lead to the distortion of news, affect the viewing of users, and limit the development of the media age.

### **5. Research on the Innovative Development Way of News Gathering and Editing in the Era of Media Convergence**

#### **5.1 Strengthen the Interaction with the Audience and Understand the Market Demand**

In the era of convergence media, users are the center to expand the influence of the market by meeting the needs of users. Therefore, the news editors should strengthen the interaction with the audience, understand the user's preferences through the interaction, so as to make news in line with the market demand. In the work, news editors should abandon the traditional mode of thinking, avoid the fixed form of news, innovate the news from the perspective of market, dig into the regional characteristics, and create the news content that users are interested in. To ensure the life, timeliness and authenticity of news can attract users' attention. In the era of media convergence, news transmission is no longer one-way, but more two-way information exchange. Through two-way communication, it can improve the value of news, expand the influence of news, users can express their views, and news transmitters can constantly improve themselves through user feedback. News collectors and editors should seize such opportunities, increase contact with users,

understand the changes in the market, update the news content in time, seize the current hot news, and carry out innovative development [4].

## **5.2 Using Modern Technology to Improve Work Efficiency**

Internet technology provides an opportunity for the development of convergence media. Therefore, journalists should make good use of this opportunity to improve the working process, improve the working efficiency and promote the development of convergence media through modern technology. The collection and editing work has always been a complex work, and the ability requirements of the collection and editing workers are relatively high. Through modern technology, not only can the process be optimized, but also the most important thing is to improve the quality of news through modern technology. At this stage, news is not only limited to the news content itself, but also the form of news presentation. Through the combination of music, image, text, etc., it can change the traditional news form, enrich the news content, and bring different experience to users [5]. In particular, the modern special effects function can highlight news content and strengthen users' thoughts. Through 3D restore technology, it can also give users a deeper experience and enhance the enthusiasm of users.

## **5.3 Improve the Ability of News Editors**

The importance of news editors to the development of convergence media is self-evident. Therefore, in order to promote the development of convergence media and improve the influence of news, we should attach importance to the improvement of the ability of news editors. First of all, we should cultivate the professional ability of news editors, including writing composition, moral quality and so on. News editors need to improve their awareness of self-improvement, take the initiative to expand learning, enrich their knowledge reserves, broaden their horizons and experience, which is conducive to enrich the content of news. In addition, the moral quality of news editors is also very important. At this stage, the news content mostly includes social hot issues, which has a strong subjective thinking. The correct values of editors can have a positive impact on the society, which is conducive to leading people to develop in a positive direction. Secondly, it is necessary for news editors to have modern technical ability, especially network operation ability. Only by improving the Internet technical ability of news editors, can they improve their work efficiency and follow the development of the times. Finally, the editors need to have strong social sensitivity, which requires the editors to strengthen communication with the market, put themselves in the market, understand the market changes, and update the news content and writing methods in time.

## **5.4 Integrate All Resources and Innovate Editing Methods**

At present, there are many platforms for news communication, and the forms of news communication are different, resulting in many news resources not being used to the maximum. In the era of media, we need to integrate all kinds of resources to maximize the utilization of resources, so as to improve the efficiency of news communication. Through the interaction of various platforms, it can realize the exchange of news sessions and help to improve the ability of news editors. The era of media convergence is an era of inclusiveness, allowing the existence of various forms of news, but also an era of competition and motivation. All major platforms need to find a balance point suitable for their own development, which requires continuous running in in for a long time. Therefore, both TV stations and new media need to strengthen communication, through the integration of resources and innovation of the form of news presentation. In this process, it also helps to improve the ability of news editors, help news editors find more diversified methods of news editing, and help to provide users with more innovative news content. Through the integration of resources, it can also improve the user's sense of participation and let the whole people participate, which is conducive to the innovation and development of the convergence media.

## 6. Summary

To sum up, the work of news gathering and editing under the background of media era is of great significance. News gathering and editing workers need to break through the shackles of traditional thinking and build a modern thinking mode. Through strengthening the interaction with the audience, we can understand the market demand; improve the level of modern technology and work efficiency; improve our own ability to ensure the quality of news; integrate platform resources to develop innovative forms. Under the background of media convergence, the work of news gathering and editing should be innovated and developed continuously, which will contribute to the healthy development of China's TV news.

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