Discussion on the Optimization Strategy Analysis of News Gathering and Editing under the Environment of Integrated Media

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Abstract: Media integration needs to be transformed from many aspects, such as thinking concept, organizational structure, content product, operation management, etc. In the specific process of integration, it is bound to involve all-round innovation of news gathering and editing. Among them, traditional news gathering and editing emphasizes that each department performs its own duties, has a clear division of labor, and each department gives full play to its strengths, which is conducive to improving the quality of news gathering and editing. In the era of media integration, the change of communication environment and the acceleration of communication pace require the transformation of the single news gathering and editing concept, and the traditional thinking of independent division of labor into the concept of integration in the era of media integration. This study focuses on the optimization strategy of news gathering and editing under the integrated media environment, and discusses the specific measures of data-driven news selection and planning, the diversification of all-media coverage, the use of social media platforms, and cross-departmental cooperation and skill training.

Keywords: Financial media; News gathering and editing; Optimization strategy

Introduction:

Fusion media refers to the organic integration of traditional media such as TV and newspaper in response to the change of global media pattern driven by new media. In the era of integrated media, the efficiency of news and information transmission is gradually improved, and the initiative of audiences to receive information is steadily improved, which provides good opportunities for TV news work, but also brings certain opportunities and challenges. Therefore, in the environment of financial media, news gathering and editing need to constantly adapt to technological progress and changes in audience needs, and improve the quality and influence of news reports through innovation and optimization strategies.

1. Integration of media concepts and characteristics

Financial media integrates traditional media and emerging media to form a brand new media ecosystem. In China, financial media is developing particularly rapidly, and the support and promotion of the government, the popularization of Internet technology and the changes in user needs play a more necessary role. Specific analysis:

First, the fusion media breaks the boundaries of traditional media and realizes the integration of various media forms. For example, the combination of traditional media such as newspapers, radio and television with the Internet, mobile terminals and new media platforms has formed a multi-dimensional and multi-level information dissemination network.

Second, the development of financial media in China has also been strongly supported by national policies. The introduction of policy documents such as the Opinions on Accelerating the In-depth Integration of Media has provided a clear direction and a strong guarantee for the development of financial media. In addition, the central and local media have also responded positively, and have carried out media transformation and explored new modes of news dissemination. For example, CCTV's "CCTV News +" platform and Xinhua's "Xinhuanet" have achieved remarkable results.

Third, in terms of promoting technological innovation, the application of new technologies such as big data, cloud computing,

and artificial intelligence has not only improved the efficiency and quality of content production, but also provided users with personalized and accurate news services. These technologies allow media to better analyze user needs and customize push content, thereby increasing user engagement and satisfaction.

2. Changes and adaptation of news gathering and editing process

2.1 Diversification of news topics and planning

Under the environment of financial media, news topic selection and planning are undergoing unprecedented diversified changes. Traditional news topics mainly rely on the experience and intuition of editors, but now, the introduction of new methods such as data analysis, social media hot spots, and user feedback has made the selection of topics more scientific and precise. Through big data technology, news organizations can monitor and analyze user behavior, interests and needs in real time, so as to quickly capture social hot topics. For example, the list of hot searches on Sina Weibo has become an important reference for many media outlets, and news editors can decide whether to cover the topic in depth based on the popularity and persistence of the topic.

In addition, social media platforms provide a rich source of material and inspiration for news topics. User-generated content (UGC) is becoming increasingly important in emergencies and social hotspots. For example, in the event of natural disasters and major accidents, the videos, photos and comments uploaded by eyewitnesses can become the first-hand information and topic selection clues of news reports. The application of this method can effectively improve the timeliness of news reports and enhance the authenticity and affinity of news. At the same time, traditional news reports mostly focus on the event itself, while now, the media pay more attention to the deep-seated reasons and social impact behind the event. Special reports, in-depth investigations, interviews and other forms emerge in an endless stream to meet the diverse needs of the audience for news. For example, the "People's Commentary" column launched by the People's Daily reviews current affairs and analyzes social phenomena, which is very popular among readers.

2.2 Innovation of editing technology and tools

With the advent of the age of financial media, the techniques and tools of news gathering and editing are constantly innovated. From traditional paper-and-pencil recording and recording equipment to today's smart phones, drones, and real-time broadcast equipment, technological advances have greatly improved the efficiency and quality of editing work. For example, journalists can shoot high-definition video and live broadcast on mobile phones to present news events to the audience at the first time. For example, Xinhua News Agency launched the "AI synthetic anchor", which combines advanced technologies such as speech recognition, image processing and natural language processing, so that virtual anchors can broadcast news in real time. In addition, when reporting emergencies, CCTV News uses drones for aerial photography and presents the situation to the audience at the first time through the real-time broadcast platform. For example, during the 2022 Winter Olympics in Beijing, CCTV News used drones to take aerial photos of the spectacular scenes of ice and snow sports venues. These aerial videos visually and vividly show the wonderful performances of Olympic athletes on the ice and snow field and the magnificent landscape of the sports venues. Through technological innovation, CCTV news not only improves the speed and accuracy of the report, but also further enhances the visual impact and communication effect of the news, so that the national audience can feel the charm of the Winter Olympics more deeply.

2.1.2 Production and dissemination mode of news content

Under the environment of integrated media, the production and dissemination mode of news content have undergone profound changes. The traditional single media form is gradually replaced by multimedia integration. The combination of text, pictures, audio, video and other media forms makes news reports more vivid and three-dimensional. For example, new forms of communication such as video news, graphic live broadcast and interactive reporting enhance the attractiveness and appeal of news content. In addition, the mode of news communication has changed from one-way communication in the past to two-way interaction, and the audience is not only the receiver of information, but also the participant and disseminator of information.

3. Specific strategies to optimize news gathering and editing strategies

3.1 Data-driven news topic selection and planning

3.1.1 Application of data analysis in news selection

Data analytics and big data technologies can help news organizations extract valuable information from vast amounts of Internet data. For example, discussion hotspots on social media, hot keywords in search engines, clicks and comments on news websites, etc., are all references for the topic selection. In this process, further analysis of such data can ensure that news editors can find potential news topics, predict news hotspots, and adjust the direction of topic selection in time.

Specifically, news organizations can use data analysis tools, such as Google Trends, Weibo hot searches, Baidu Index, etc., to

monitor and analyze hot topics of public concern. These tools can not only provide real-time hot information, but also show the trend of the topic's popularity, and help editors judge the durability and reporting value of a topic. For example, by analyzing the behavioral data of social media users, it is possible to discover the areas of news that younger audiences pay more attention to, and then curate news content that suits their interests.

3.1.2 Practical cases of big data technology

Combined with the actual situation in China, more news organizations began to use big data technology to select topics and plan news. Taking Tencent News as an example, its "Penguin Think Tank" uses big data technology to conduct news topics and user research. Through the analysis of massive user data, Penguin Intelligence can accurately grasp the reading habits and interests of users, so as to provide personalized news content recommendations. For example, in 2018, Tencent News, through the analysis of user data, found that environmental protection topics were more popular among young users, so as to plan a special report on environmental protection, which won widespread attention and praise.

Another success story is Xinhua's "Media Brain" project. The project uses artificial intelligence and big data technology to automate the processing and analysis of massive news information. Through the "media brain", Xinhua can quickly discover and track social hot spots and make in-depth reports. For example, during the National Two Sessions in 2019, the "media Brain" captured the hot proposals of representatives and the focus issues of social concern in a timely manner through data analysis of social media and news websites, thus achieving accurate reporting.

3.2 Full media coverage integrating text, pictures and video

3.2.1 The basic role of written reports

As a traditional form of news, text report still occupies an important position in the all-media report, which has the characteristics of large amount of information, detailed expression and in-depth explanation, and can give a comprehensive and detailed explanation of news events. In an all-media report, the text section can detail the technical principles, application scenarios and expert opinions, thus providing the necessary background information for the presentation of pictures and videos.

3.2.2 The intuitiveness of picture reporting

In all-media reporting, pictures can play the role of decoration and supplementary explanation, and can also become one of the core contents of the report. First of all, high-quality pictures can vividly reproduce the news scene and enhance the sense of truth and appeal of news. For example, in natural disaster reporting, aerial pictures showing the whole picture of the disaster area can intuitively convey the severity of the disaster and the intensity of rescue work. Secondly, photo reporting can also intuitively display complex information and data through charts, data visualization and other forms to help the audience better understand the news content.

3.2.3 Dynamic nature of video report

Video reporting has the advantage of dynamic and strong sense of scene, which can comprehensively present news events through audio-visual combination. In all-media reporting, video can not only supplement and enrich the content of text and pictures, but also pass news events to the audience in the first time through live broadcasting, short videos and other forms.

3.3 Social media interaction with users

3.3.1 Use social media platforms to expand the influence of news

Social media platforms, such as wechat, Weibo, Douyin, etc., provide a broad stage for news dissemination. News organizations can publish news content through these platforms, update hot topics in real time, and attract more users' attention, which mainly includes the following aspects:

Timely release of news: Through social media platforms, news organizations can be the first to release news alerts and quickly disseminate important information. For example, when an emergency occurs, news organizations can release real-time news through Weibo to attract the attention and forwarding of a large number of users, thus expanding the dissemination scope of news [1].

Interaction and feedback: Social media platforms provide a wealth of interactive functions, such as comments, likes, sharing, etc., through which news organizations can interact with users and understand their concerns. This interaction can enhance the sense of participation in news, help news organizations improve the content and form of reports, and improve user satisfaction.

Hot topic guidance: News organizations can enhance the influence of news by planning and guiding hot topics on social media [2]. For example, by using the communication characteristics of microblog hashtags and wechat moments, news organizations can create and guide discussion hotspots, attract more users to participate in topic discussions, and expand the dissemination effect of news.

3.3.2 Collection and management of User Generated Content (UGC)

In the context of financial media, UGC has become an important source of resources and materials for news reports, specifically. First, news organizations can use social media platforms to collect and filter content posted by users as fodder for news stories.

For example, videos, photos and text descriptions uploaded by witnesses at the scene during natural disasters and major events. Secondly, in order to further ensure the quality and credibility of news content, news organizations need to conduct strict review and management of UGC. By establishing a content review mechanism, news organizations can screen out true and effective user content and avoid the spread of false information and undesirable content [3].

4. Organization and management of news gathering and editing team

4.1 Cross-departmental cooperation and communication mechanism

First of all, establishing an effective cross-departmental communication mechanism is the basis for ensuring smooth cooperation. The news gathering and editing department needs to maintain close contact with the technical department, Marketing Department, advertising department, etc., through regular communication meetings and project coordination meetings, timely exchange of information and opinions to ensure that all departments are in step with each other in their work. For example, the technology department can provide the latest technical support to help reporters and editors make better use of big data, artificial intelligence and other technical means for news reporting; The Marketing Department can provide feedback on user needs and market trends, and guide the editors to adjust the direction of topic selection and content form [4]. Secondly, cross-departmental cooperation needs to clarify the responsibilities and division of labor of each department and establish a clear cooperation process. The roles and tasks undertaken by each department in the project should be clearly defined, and a project leader should be set up to coordinate the work of each department.

4.2 Skills improvement and training of the staff

First of all, under the environment of financial media, editors need to master various technical tools and software, such as Photoshop, Premiere, data analysis software, etc. In addition, we should also understand the application of emerging technologies, such as drone photography, to improve the diversity of news reports. Secondly, modern news reports increasingly rely on data analysis, and editors need to have basic skills in data mining and analysis to discover news clues and hot topics through data. For example, Google Analytics and Weibo data analysis tools are used to analyze user behavior and interests, and guide topic selection planning and content production. Finally, reporters and editors need to have the ability to produce cross-media content and flexibly use text, pictures, video, audio and other forms of reporting. Finally, news reporters and editors should have a high degree of professional ethics and responsibility to ensure that news reports are objective, fair and accurate.

In summary, in the era of media integration, the development of local radio and television stations has fallen into a certain predicament, and the main indicators such as audience rating and advertising revenue have shown a downward trend. In this context, news organizations should continue to pay attention to technological innovation and user demand changes, maintain an open and agile attitude, and constantly explore and practice new strategies for news gathering and editing, so as to promote the sustainable development of news gathering and editing in the era of financial media.

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