

Research on the Effectiveness of News Editing in the Environment of Media Convergence

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Abstract: At present, the continuous progress of the network information age has promoted the transformation and upgrading of my country's financial media industry, which has become more diverse, and the traditional media and new media are constantly integrating. Media convergence is an important trend in the development of the current media industry. Under the condition of media convergence, the media industry has a higher demand for news editing work. Therefore, news editors need to innovate the previous work mode, constantly adapt to the pace of media integration and development, and provide strong support for the sustainable development of the media industry. This paper mainly analyzes and researches the optimization strategy of news editing work under the background of media convergence.

Keywords: Media fusion; News editing; Effectiveness strategy

The development of media integration is a new situation in the development of the media industry. With the development of collection software such as Weibo, WeChat and Douyin, the dissemination of information data has become more rapid, and the transmission path has continued to expand. With the help of a more comprehensive, rapid and convenient way of information dissemination, the new media has an important impact on the traditional media in the past. In order to provide users with higher-quality information, traditional media needs to be integrated with new media to optimize and upgrade the previous information dissemination methods. At the same time, news editors need to innovate the previous work mode, keep learning, enhance their own knowledge and skills, use new media, new technical means and communication paths to promote the integration and development of the media industry, and provide people with better quality information resources, in order to promote the construction and development of society.

1. Change the consciousness of news editors and reform the way of news work

Under the conditions of media integration, in order to achieve the efficiency of news editing work, the relevant staff need to enhance their own cognition, change the previous news editing consciousness, and innovate the work mode^[1]. First of all, in the new era of social development, news editors need to rely on their own cognition of new media, conduct research from the perspective of the public, innovate the previous editing work mode, and make fine planning for the actual news editing work. Explore the actual value of news to promote the efficient dissemination of news information, meet people's needs for news information, enrich people's spiritual world, attract more people, and contribute to the sustainable operation of the news editing industry Do the foreshadowing. Secondly, different from the previous editing mode, under the background of media integration, news editing work pays more attention to the development and guidance of news. In response to the new development trend, news editors need to pay attention to the improvement of their own professional cognition, strengthen communication with different audiences, so as to create a relatively stable audience base, so that the characteristics of news editing work under the background of media integration can be effectively displayed Come out and drive the sustainable functioning of the news editing industry.

2. Strengthen the construction of editorial teams and improve the level of journalism

In the environment of media integration, in order to achieve the efficiency of news editing work, it is necessary to pay attention to the construction of news editing talent team and improve the actual work skills^[2]. First of all, the way of news editing occupies an important position in news editing, and has an important impact on the high-quality operation of news editing work. For the new characteristics and demands under the background of media integration, news editors need to adapt to the actual development of society, strive to learn from more editorial work experience, clarify the practical application methods and skills of new media technology, and improve their own ideological and political awareness , improve the efficiency of news information dissemination, and make news editing work more reasonable and standard. Secondly, with the continuous changes in people's reading methods, the important content of news editing work has changed to the need to strengthen communication with the audience. News editors can effectively grasp the actual requirements of people by means of questionnaires or interviews, conduct in-depth research and sorting, make news editing work more competitive in the market, and provide people with better news information, so as to promote The long-term development of the field of news editing contributes to the construction and development of society.

3. News editors must have innovative consciousness and innovative thinking

Under the background of media integration, news editors should pay attention to the innovation of editorial work, and should innovate the combination of news headline creation and news content. News is usually a display of social culture, highlighting people's aesthetic characteristics. News editors need to use innovative ways of thinking to enhance the aesthetic skills of making headlines, writing manuscripts and visuals, attracting more attention with more attractive and novel headlines, using people's favorite

colors, graphics Innovate the combination method of news information and form, and continuously form independent brands, so that more people can devote themselves to reading news information, and promote the good development of the media industry^[3].

4. Adhere to the principle of authenticity and improve the quality of news

In the context of media integration, in order to promote the long-term development of news editing, it is necessary to ensure the authenticity of news information. In order to increase the dissemination speed of news information, increase the reading volume of news information, and gain more attention, some news media usually edit some fake news information, which has a negative impact on the quality of news. In the practice of news editing, news editors should pay attention to the authenticity and accuracy of news information, and the actual news content should conform to social reality. Relevant departments need to build a sound news information supervision system, strengthen the supervision and management of news information, attach importance to the censorship of news information, and effectively deal with those false information, so as to provide people with higher-quality news information. At the same time, it is necessary to attach importance to improving the professional ethics of news editors, and create a corresponding reward and punishment system to allow the public to devote themselves to the practice of supervision.

5. Strengthen cooperation between media and create compound talents

The development of the new media era has had a certain impact on the traditional media. Under the background of media integration, higher requirements have been put forward for news editorial talents. Therefore, relevant departments need to build a new resource sharing system, expand the dissemination path of news information, make the content of news information more diverse, and achieve high-quality and efficient development of news information dissemination. Under the conditions of media integration, news information spreads more rapidly, but the comprehensive skills of new media staff are relatively lacking. Relevant departments need to use education and training methods to effectively train news editors and create a group of professional and technical personnel. Compound talents with advanced ideas. At the same time, relevant departments need to build a complete training system, exercise the ability of news editors in practical activities, attach importance to shaping creative thinking, guide them to spread more positive information, enhance the sense of responsibility of news editors, and improve the society. It provides strong support for the sustainable development of the news media industry^[4].

6. Closing remarks

All in all, at present, social development has entered a new stage, which promotes the continuous integration of new media and traditional media. Under the background of media integration, higher requirements are put forward for news editors. Therefore, news editors need to innovate the previous editing work mode and use more advanced technical means to carry out editing work. At the same time, news editors should continue to learn, improve their professional knowledge and skills, attach importance to the development of comprehensive skills, strengthen the construction of news editing teams, pay attention to work innovation, and improve the efficiency and scientific nature of news editing work. In addition, news editors should pay attention to the authenticity of news information, so as to promote the sustainable operation of the media industry.

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