

# Research on the Path of New Media Editing Technology in the Context of Media Convergence

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**Abstract:** In recent years, the development of Internet information technology has promoted the presentation of various new media technologies and accelerated media convergence. In this context, new media editors need to understand the characteristics of the media and various new media technologies to meet the development needs of the media era, constantly improve editing ability and innovative thinking, improve awareness and enrich content, and through accurately positioning and innovative development, demonstrate cultural confidence, explore ways to improve the technical ability of new media editors, increase core competitiveness and communication influence, and promote the healthy development of financial media convergence.

## 1. INTRODUCTION

Science and technology thrive as times progress. Under the background of media convergence, traditional editors gradually turn to new media editors, and the development of media has entered the new media era.[1] As a new media editor, how to further improve their editing ability, combined with the development of media convergence, constantly explore and innovate new media editing awareness and integration of new media editing technology, improve the level of new media editing work in practice, constantly highlight the core competitiveness and influence, and explore an effective path to promote the development of integrated media.

## 2. THE INFLUENCE OF UNTEGRATED MEDIA TRADITIONAL MEDIA

### 2.1. Development of traditional media

When it comes to traditional media, first of all, we need to understand the development process of media. From the initial primitive society, human beings mainly relied on oral and body language for information exchange, and the scope and time of communication were limited; Then later, human beings had the behavior of recording, and the text appeared. The way of communication changed from the previous face-to-face single and direct form in time and space, to text information communication; With the development of human civilization, the mode of communication has made greater progress, including especially the emergence of printing, which plays a decisive role in human cultural communication. The mode of communication becomes more diverse and the scope broader. Human communication media tends to be

more public-oriented, which also promotes the development of world culture and communication; With the development of the first and second industrial revolution at any time, human communication has broken the space-time limit. The distance and the scope of communication is no longer limited by space, and the scope of communication is not limited by region. Through electronic communication, human beings can understand the real-time events in different space or regions at the same time, which provides an important basis for the development of new media. From the previous four development stages of human media, we can see that language, text, graphics, images and sounds are the basic language of our media. The traditional media communication channel system is composed of traditional language, writing, printing and electronic communication. However, these communications are limited by certain space and time, and are mainly carried out in a single and one-way form, which has a certain impact on the communication effect. Since the birth of the Internet in the last century, the communication effect of traditional media on society has gradually decreased, especially with the development of mobile Internet technology. [2]New media has become the main channel for the public to receive information. The dissemination of information has changed from single to multi-directional, multi-channel and other information. Interactivity and participation are the biggest differences between new media and traditional media. With the innovation and development of 5g technology, big data, artificial intelligence, virtual reality, metauniverse and other mobile Internet information technologies, a variety of new media communication platforms and modes have emerged. The media are interconnected, complementary and integrated with each other. The presentation of various media platforms has further accelerated and

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optimized the development of media.

## **2.2. Overview of financial media**

As a new type of media and communication mode, convergence media integrates the common points of traditional media, such as radio, television, newspapers, magazines, etc., and relies on the multiple functions of Internet information technology to carry out a comprehensive integration in content production, platform operation, publicity and display, so as to maximize the advantages and circumvent the disadvantages, and realize the multiple complementarities between new media and traditional media. Publicity, operation, interests and effects are all inclusive. With regard to the understanding of financial media, we can understand it as an emerging media concept and communication platform to promote the development, transformation and upgrading of media. Through the analysis of traditional media related channels and audience information, we can constantly meet the needs of the public for information, news, advertising, video, etc., and make use of the construction of financial media technology and platform to continuously innovate and develop, and promote the overall transformation and upgrading of the media. Pay attention to timeliness, diversity, interactivity, etc., through the integration of resources, precision and convenience, achieve better communication effect, give full play to the maximum communication role of the media, and accelerate the comprehensive development of the media.

## **2.3. The influence of integrated media on traditional media**

The development of integrated media is accompanied by technological progress and continuous innovation, including various types of media and modes of communication. These are both challenges and opportunities for the development of traditional media. Constantly promote the transformation and upgrading of traditional media to meet the needs of the masses, especially the editors of traditional media. In the context of convergence media, they need to have certain innovation ability and new technology application skills, constantly enrich the editing content and improve the editing level.

In the context of integrated media, the work content and difficulty faced by new media editors are different from those of traditional media editors in the past. In addition to the collection, editing, distribution and dissemination of relevant information, they also need the ability to collate and comprehensively apply materials, and distribute and disseminate relevant information according to different platforms and audience needs. In order to quickly attract the audience, the accuracy and adaptability of the information are further strengthened. Through the integration of information, the content is continuously enriched, the editing vision is expanded, and the attention and communication effect of the

content are improved. According to different user groups, information customization and targeted media content dissemination are carried out to meet the actual needs of traditional media in the era of integrated media and enrich mass cultural life.

The development of media is inseparable from technological innovation. With the rapid development of convergence media, traditional media should constantly embrace new technologies, new means, new processes and new modes of communication, so that the public can receive information more conveniently and have more diverse channels of information, which leads to the fact that editors need to learn more about digital technology performance and computer application ability, Strengthen the use of information technology, understand the development direction of human intelligent media, use digital technology to capture and collect information, promote the transformation and upgrading of traditional media editing, and improve editing ability and editing technology. [3]In the process of information editing, we should keep up with the development of the times and social progress, comply with the trend of the times, adapt to various types of new media, break the previous single form of reporting, distribute multi platforms, multi channels and multi contents, attract the audience, continue to learn and innovate, meet the needs of the audience, keep up with the forefront of the times, and understand the characteristics of new media, Do a good job of editing.

## **3. CHARACTERISTICS OF NEW MEDIA EDITING**

### **3.1. Integration of information resources**

With the development of new media, compared with traditional media, it has shown explosive development in terms of information capacity and information dissemination. Information dissemination is not only related to traditional media platform, but also become the main platform for information explosion generated by we media. As a new media editor, how to collect, screen, sort, produce, integrate resources, and manage operations in the mass of information is the ability that every new media editor needs to have. The amount of information does not mean that there is more reliable information.[4] It is necessary to make a unified plan for relevant information, do a good job of supervisor, screen and subdivide, optimize and select useful and valuable information content, and then carry out professional content organization planning and content production, so as to create specific distinctive features and highlights of information content, improve the quality of editing content, and meet the needs of social development.

### **3.2. Application of innovative thinking**

In the editing process of new media, we should change the traditional editing thinking and editing methods, based on the communication characteristics of new media,

in line with people's preferences for information acquisition in the new era, fragmented reading habits, etc. New media information needs to be timely, concise, interactive and shared, which is in line with the lifestyle of modern young audiences. As a new media editor, we should fully tap the excellent foundation of traditional media, constantly innovate in content, integrate new media communication technology, complement each other's advantages, realize the organic integration of information content, improve the attractiveness of content, and amplify the communication effect. At the same time, in the design of new media content, editors should change their thinking, strengthen the exploration and integration of information content, as well as the ability of rapid processing. According to different platforms, new media editors should create content that conforms to their mode of communication. The edited and produced content can meet the demand of the audience for optimal path to obtain information, accurately grasp the needs of the audience, and enhance the influence of information dissemination, and achieve maximum communication effect.

### **3.3. Multiple modes of communication**

The main feature of new media communication is the communication content formed by the integration of text, pictures, images and sounds. As a new media editor, first of all, we should understand the basic characteristics of each new media platform, study its traditional effect, apply new media editing skills, communication means and diversified communication methods to achieve one-time collection for the production of multi-generation and multi-platform content, so as to break through the traditional editing mode, enrich the communication content, and give full play to its optimal communication effect. [5]At the same time, in the process of communication, we should be good at applying the advantages of the new media platform and adding pictures or videos to the production of text content; Mobile Internet technology is applied to move the picture content and give full play to its special visual effect; How to add rich forms of expression such as commentary text, music collocation, data and images to video content, and how to apply relevant new media editing technology to enrich communication content, realize diversified communication forms, and improve the communication quality of new media content.

### **3.4. New technology and new platform operation**

With the rapid development of mobile Internet, it also drives the transformation and innovative development of media technology, especially the innovation of 5g technology, mobile Internet, big data, artificial intelligence, virtual reality, metauniverse and other information technologies, which has brought more imagination and development direction to the development of media. As a new media editor, how to adapt to the demand for new media editing technical talents under the new development is what every new

media editor needs to think about and complete. The dissemination of information cannot be limited to traditional thinking and forms of expression. It needs continuous innovation to form new technologies, new content, new platforms and new communications, constantly promote the reform of new media, carry out all-round and three-dimensional application practice, innovate the development of new media with an open mind, be good at using the "Internet +" operation mode, and strengthen interactive design, Integrate the application of information content and technology and the communication of the platform to form a new media communication effect that maximizes social benefits.[6]

## **4.THE ABILITY OF NEW MEDIA EDITORS IN THE CONTEXT OF MEDIA INTEGRATION**

### **4.1. Digital consciousness**

The development of new media has led to changes in media communication. The information content is not only the dissemination of traditional news information, but also the dissemination of personalized information by the public. [7]The information content is diversified and diverse in forms. Using a variety of platforms, integration and innovation can improve the accuracy and effectiveness of communication. In the context of integrating media, new media editors should apply information technology and digital technology to create content. First of all, we need to use information technology to collect information, edit and process it quickly, send it in time, and improve the timeliness of communication; Secondly, in the creation of content, the information according to the platform is edited according to different platforms to meet the accuracy and personalized needs of different audiences for information reception; Strengthen the learning of digital technology, innovate in content and forms of expression, produce distinctive information content, and enhance the influence and foresight of communication.

### **4.2. Platformization features**

In the process of the development of integrated media, information integration should focus on hot spots. As a new media editor, we must select reliable and valuable information from the complex and diverse information, optimize and integrate the information in time, and improve the accuracy, timeliness, communicability and audience acceptability of the information; Seize the hotspots, take advantage of the platform, avoid duplication, deep processing, manufacturing or extending hotspots, and improve the high utilization rate and dissemination effect of information. In the process of editing new media, we should meet the basic requirements of integrated media, strengthen the interactive design of information dissemination, and ensure that everyone participates. We are all disseminators and explorers of information. We should

enable the audience to express their voice and feelings in time, improve participation and secondary or multi-dimensional communication effects, and pay attention to the feedback of the audience or users, by taking advantage of the credibility and resources of the media, we should strengthen positive guidance and enhance the breadth and depth of communication. In the process of production and dissemination of media information, editors' awareness of product production and service should be strengthened; The dissemination and processing of information can improve the production quality of information products, accurate dissemination and service awareness.

### **4.3. Integrating applied thinking**

In the era of media convergence, the timeliness of information dissemination has been further accelerated, and the authenticity and accuracy of news have higher requirements for editors. The audience (users) is the center, providing timely, true and accurate information content, which conforms to the public's living habits and lifestyle, constantly innovating content and communication forms, standing firmly on the advantages of the media, and increasing the interest and practicability of the content, Constantly excavate, improve the sociality and value of information, enrich the cultural life of the audience, strengthen cross-cultural communication, and improve the influence of communication. In the process of integration, we should pay attention to technological innovation and research and development, especially the development of information technology in recent years. The dissemination of information does not just stay in the dissemination of a single text, picture, voice and other information. Through Internet technology, we can produce information dissemination under new technologies such as data news, artificial intelligence news, virtual studio and metauniverse, Improve the technical ability and innovation of new media editors. Strengthen the diversified development of information dissemination channels. [8]Integration is not only the integration of content, but also the integration of communication methods and effects, the cooperation between different platforms, complementary advantages, reflecting the value and breadth of information dissemination, and promoting the development of media and information technology.

## **5. INTEGRATION INNOVATION, INTEGRATION DEVELOPMENT PATH OF NEW MEDIA EDITING THINKING**

### **5.1. Awareness raising and precise positioning**

The development of media is constantly improving and upgrading, and the continuous innovation of related technologies promotes the construction and development of media integration. As a new media editor in the context of media integration, he shoulders the mission

and responsibility entrusted by the times, constantly improves political quality, never forgets his original intention, continues to adhere to the pivotal role of traditional media, improves his ideological consciousness, propagandizes the positive energy of socialism, always keeps a clear mind, distinguishes right from wrong, and guides people from the Internet, new media, we media. So public opinion has a precise orientation for the dissemination direction of hot information, conveys true, accurate, correct and valuable information to the audience, and is a "leader" of public opinion. In the process of dissemination, we have a high sense of responsibility and team spirit, and convey the most effective information to the audience to improve its credibility, Achieve the best communication effect[9].

### **5.2. Technological change, practical application**

In the era of mobile Internet information technology, media technology has also produced new technological innovation. For new media editors, it is imperative to actively adapt to changes, actively learn and master new technologies to improve our professional and technical ability. As a new media editor, it not only needs to have the text editing ability of traditional journalists, but also needs to borrow new media technologies and methods, innovate applications, and spread information in a timely and fast manner. In recent years, the development of 5g technology has promoted the development of the diversity of media communication. The dissemination of information is rich and colorful, and the content of communication is more intuitive and faster; With the development of artificial intelligence information technology, whether traditional news editing can be replaced by artificial intelligence, robot writing, AI synthesis anchor, intelligent editing, etc., have brought new challenges and opportunities to new media editing. In the New Media Editor under the integration of media technology, we should continue to innovate, apply new technology, be familiar with new communication methods, explore and discover, promote technological innovation, apply practice, enrich the content and form of communication, multi-dimensional communication, and improve the influence of communication.

### **5.3. Innovative thinking and rich content**

The communication effect of media is closely related to the quality of content. At the moment of explosive development of information content, content is king has become the core content of today's media development. Therefore, how to quickly attract the audience with new media editing under the background of integrated media? In the process of content creation, editing and dissemination, we should innovate our thinking and apply new media technology. [10]Break the habitual thinking. Study the audience, grasp the audience, establish the thinking of users and products, keep up with the trend of the times, enrich the communication content, produce the content of interest to the audience, innovate the mode, apply the characteristics of the media, strengthen the

interactive design in the process of content production and communication, pay attention to the audience's sense of experience and participation, grasp the hot spots, strengthen the information integration, in-depth mining and secondary communication, and enhance hot information and dissemination influence.

#### **5.4. Attach importance to talents and raise the level**

As a new type of media form and platform, the requirements of financial media for talents are very different from those of traditional media. The new media editing talents under the integration of media must first have a certain amount of information technology knowledge, and then have the operation thinking of the integration of new media acquisition, editing and broadcasting. They also need to have a certain amount of image and text processing, audio and video editing and other emerging computer graphics and image application capabilities. They are a high-quality compound talent team. Therefore, we need to emancipate our minds, go out, please come in and strengthen cooperation, especially with local colleges and universities, which is very important for the introduction and application of talents. In recent years, the county-level financial media center has been initially established, the municipal financial media center has started, and the demand for relevant talents is also increasing and further improving: [11]Strengthen the training of traditional editors, improve their professional and technical ability and editing thinking; Secondly, we should strengthen the introduction of talents, pay attention to the introduction of talents with information technology and Internet operation thinking, and improve the overall height of talents; Strengthen cooperation and exchange, carry out project cooperation with relevant media institutions and Internet technology enterprises, and improve the technical level; At the same time, we should pay attention to the cooperation with universities and other scientific research institutions, and jointly cultivate applied technical talents to promote the development of new media editing talents.

#### **5.5.Cultural confidence, innovative development**

In the era of integrated media, unprecedented changes have taken place in the transmission speed, scope and mode of information resources. The cost of communication has been continuously reduced and the content of communication has been continuously enriched. China is rich in cultural resources and cultural thoughts. As a new media editor, based on the development background of media convergence, in the process of cultural transmission, we should integrate excellent cultural resources and spiritual connotation, improve cultural cognition, and increase cultural charm and expressiveness. It is expected of practitioners to strengthen the sense of cultural identity, make high-quality cultural content, and apply information technology and means to meet the cultural needs of

different audiences. Reflect the characteristics, pay attention to the modern expression of culture, strengthen interaction, positive guidance, activate the audience, and highlight the mission of cultural inheritance. Go out, bring in, strengthen exchanges with the world, take the essence and discard the dross, promote the spread and influence of Chinese culture, and highlight cultural confidence.

## **6. CONCLUSIONS**

To sum up, in the development process of Media Convergence, as a new media editor, first of all, we should continue to inherit the advantages of traditional media, continue to reform, develop in an all-round way, guide the direction of public opinion, understand the characteristics of new media, have a certain media operation and management thinking, have a platform awareness, constantly optimize and improve the communication content, so that the audience can grasp information more directly, conveniently and quickly, and receive information. At the same time, it is necessary to constantly improve new media technology capabilities, constantly apply the latest technology in the process of editing new media, keep pace with the times, and enrich content. Do a good job of the times responsibility of the media, be a good communicator and successor of culture, promote the influence of cultural communication, and ensure the sustainable and healthy development of culture.

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