

Research on the Development of Editors in the Internet Era

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Abstract. With the rapid development of science and technology, the new web-based digital media came into being. New media age posed a serious challenge to the survival and development of editors. In order to improve the competitiveness of editors, The following four aspects content are listed below: (1)The new age editors should have basic qualities; (2)The new professional characteristics of editors in the Internet age;(3) Strengthening Editor Group Construction and Improving the Comprehensive Quality of Editors; (4)The development and planning of editors in the network era. In short, the new media brings opportunities to accelerate the development of sci-tech periodical industry, it also brings challenges.

Introduction

With Internet age began and communication developing in society, it posed a serious challenge to the survival and development of university journals' editors. The new media have developed on the basis of newspapers, books, radios, televisions and other traditional media. In order to deal with the challenge actively, the author suggests that university journals must carry out reform and innovation, the editors must change consciousness, renew ideas and improve abilities. In order to survive and develop[1].

The New Age Editors Should Have Basic Qualities.

(a) strong responsibility. (b) acquiring new knowledge. (c) good coordination and control ability. The change of The Times has prompted the media to be updated to adapt to the development of society and the needs of people. The media convergence is both an opportunity and a challenge for a wide range of news editors. Only by making the transition to the information carrier, transforming from the guide to the news, transforming into the panoramic journalism, and turning to the opinion leaders of the online platform, We can make better use of our advantages. The transition is also hard and long. This requires the editors must firmly grasp the editor of professional skills, on the basis that must keep pace with The Times, blaze new trails, to keep pace, expression of more new news. Only by making further innovations in traditional media news editing, we can provide some guarantee for the development of new media.

The New Professional Characteristics of Editors in the Internet Age.

Digital publishing brings vitality and new opportunities to the traditional publishing industry, and the new features in the editing work can help the publishing industry to realize the transformation and make great progress. (a) editors need to be the chief conductor of news communication activities in the new era. (b) check the contents of the news seriously.(c) editors need to edit news to make it better. (d) the content of the editorial organization should guide the right public opinion. Editors' work have changed more With the advent of the Internet era, Only a better adaptation to the development of The Times can ensure that the editor's work area is more open..

Strengthening Editor Group Construction and Improving the Comprehensive Quality of Editors.

The new media age provides the traditional scientific journals and editing methods with a new vitality and meaning, which brings the unprecedented test to university journals[1]. With the development of new media technologies, this test becomes very severe, which puts forward new and higher requirements for the editors of university journals and the editors should increase their comprehensive quality and ability. Therefore, editors of sc-tech journals have to change their ideas, strengthen the sense of time and urgency, establish a modern editor consciousness and improve the ability to accept new things, which requires the editors of university sci-tech journals not only to have the quality and ability in the traditional sense, but also to supplement, update and optimize knowledge structure, and they must learn modern editing theories and technologies to improve the ability to obtain information [2]. In addition, the editors of university journals should also have a certain degree of research capacity, which is the requirement for proofreading, identifying and selecting manuscripts [3-4].

The Development and Planning of Editors in the Network Era.

(a) Finding reasonable journal positioning and the direction of the journal. The web is a diverse platform, it has large volumes of information and resources available. So journal editors don't lose their way. Keeping its own image and improving the quality of periodical content. This positioning process should identify the direction that you are best. (b) Strengthen the consciousness of editors' planning consciousness . The editor's should Accept new things quickly, And use new things effectively. Through good quality and publicity, Creating a brand advantage and attracting more audience groups are important for us.(c) Keep pace with The Times, innovate the work concept and integrate into the new environment. Editors need to transform and innovate idea and accept and filter information actively. (d) Strengthen the training of editors and adapt to the networked work environment. The Internet brings great convenience to the editor. Editors should try to learn more about computer manipulation and application technology ,in order to improve ourselves efficiency and ability.(e) Create an information exchange platform and listen to readers' opinions. The advantage of information network is to be able to reflect information effectively and timely. We should listen to other people's opinions in order to provide direction for improvement and improvement of work. Communicate with readers through QQ,E-mail, MSN and so on. Editors need to make full use of the conditions and advantages that internet bring to us. Then To keep up with the trend of technological development and social progress.

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