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Analysis of Innovative Thinking in Book Editing in the Converged Media Era: Postprint

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Abstract

With the advancement and development of science and technology, the arrival of the integrated media era has brought new challenges and opportunities for book editors. [Purpose] In the traditional publishing era, book editors often tended to neglect readers' feelings. However, in the integrated media era, book editors should learn to apply Internet thinking, focus on readers' needs, understand readers' preferences, and emphasize reader experience. According to the demands of the era and changes in readers' reading methods, book editors should reposition their developmental orientation from multiple professional perspectives, actively rely on the advanced technologies of integrated media, innovate their work mindset and methodologies, and continuously manifest the creativity, organizational capacity, and planning capabilities of book editors in the new era. [Method] This article employs observational and analytical methodologies to elaborate on the traditional working methods of book editors and the necessity of innovative thinking for book editors in the integrated media era, and proposes constructive innovation strategies. [Results] The professional concepts and working methods of book editors in the integrated media era are no longer suited to the future development of publishing houses. They should reposition their responsibilities and functions according to the demands of the era, accommodate user needs in both content creation and promotional planning, and increase the purchase rate of publications. [Conclusion] Book editors must recognize the necessity of developing innovative thinking, and through current publication development requirements and trends, innovate their cognitive awareness and planning capabilities, integrate with online platforms, create new forms of dissemination and sales channels, enhance publication influence, and promote the prosperous development of publications.

Full Text

Preamble

Analysis of Innovative Thinking for Book Editors in the Media Convergence Era

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Abstract

With the advancement of science and technology, the arrival of the media convergence era has brought both new challenges and opportunities for book editors. In the traditional publishing era, editors often tended to neglect readers' experiences. However, in the media convergence era, book editors should learn to apply internet thinking, prioritize readers' needs, understand their preferences, and emphasize user experience. In response to evolving era demands and changing reading habits, book editors must reposition their development direction from various professional perspectives, actively leverage advanced media convergence technologies, innovate their work thinking and methodologies, and consistently demonstrate the creativity, organizational capacity, and planning capabilities required of editors in the new era.

This article employs observational and analytical methods to examine traditional work patterns for book editors and elucidate the necessity of innovative thinking in the media convergence era, proposing constructive innovation strategies. The findings indicate that current work concepts and methodologies for book editors are no longer suitable for future publishing house development. Editors must reposition their responsibilities and functions according to contemporary demands, catering to user needs in both content development and promotional planning to increase publication purchase rates. In conclusion, book editors must recognize the necessity of innovative thinking development, cultivate innovative consciousness in line with current publication development requirements and trends, enhance planning capabilities, integrate with online platforms to create new dissemination forms and sales channels, increase publication influence, and promote prosperous development of publications.

Keywords: media convergence; integrated publishing; book editors; innovative thinking; diversification

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1. The Necessity of Developing Innovative Thinking for Book Editors in the Media Convergence Era

Media convergence represents a diversified and integrated form of media—a sophisticated scientific concept that combines the strengths of traditional and new media to achieve communication value greater than the sum of its parts (“ $1+1>2$ ”). In this context, book editors must extract the advantages of traditional planning, publishing, and distribution, and integrate them with new media communication channels to enhance the authority and influence of publishing houses while creating greater cultural dissemination value and economic benefits. Book editors are responsible for all stages from publication topic selection to distribution, with every aspect and detail directly impacting the quality and quantity of publications. Users’ diversified demands for knowledge and culture, coupled with their modern expectations for reading formats, are compelling book editors to continuously learn and adapt. Only by aligning with the trends of the era and meeting user needs can publishing houses fulfill their purpose and value. Innovative thinking constitutes the ideological awareness and capability that book editors must possess in the media convergence era, signifying novelty and the ability to anticipate development trends. Against this backdrop, book editors should prioritize the development of innovative thinking consciousness and capabilities, focusing on enhancing their professional expertise while improving their mastery and application of scientific technology, monitoring social and market development trends, predicting readers’ interests, leveraging big data and digital technologies to discover outstanding works and authors, strengthening platform-based interaction and communication with readers and authors, disseminating more works, demonstrating the contemporaneity and professionalism of publishing houses, and elevating both their spiritual caliber and economic benefits.

1.1 Requirements of Publishing House Development Trends

In the media convergence era, readers’ reading habits have undergone earth-shaking changes. Rapid advances in information technology have provided users with more scientific and efficient media formats. Various reading apps enable users to quickly find their preferred book categories and read online, significantly reducing the demand for physical books. Current new media platforms utilize short-video formats that allow users to learn and entertain themselves during fragmented time periods. Some platforms extract key points and essence from books through explanatory presentations, enabling users to access desired content within the shortest possible time, which undoubtedly poses substantial impact and threats to publishing houses. As the core of publishing houses, book editors must fully recognize the problems and dilemmas facing publishers in the media convergence era, innovate their thinking in content, structure, and distribution, enhance the dissemination power and influence of publications, and bring physical books back into users’ field of vision. Therefore, the innovative thinking capability of book editors in the media convergence era has become an

inevitable requirement for promoting publishing house development.

1.2 An Essential Pathway to Enhance Competitiveness in the Book Publishing Industry

In the media convergence era, electronic reading methods have entered the public consciousness, with an increasing number of people choosing new reading formats. Physical publications have gradually lost their original function and value, consequently diminishing the competitiveness of the book market. In this environment, book editors in the publishing industry can utilize big data analysis and digital technologies to statistically analyze users' reading preferences and consumption patterns, innovating and transforming their thinking in topic selection and content to better align with users' lives and their accepted modes of engagement. Editors should modernize book covers, structures, and planning to increase user interest in physical books, encouraging more users to choose books, appreciate their value, thereby increasing purchase rates and enhancing the competitiveness of the book publishing industry.

Online platforms have provided broader avenues for publishing house sales and dissemination. However, the unique characteristics of publications make integration with online platforms challenging. Single-format video explanations still cannot increase readers' interest or their desire to purchase books. Publishing houses must both demonstrate their content value and expand dissemination and promotional channels, focusing publicity on core content and professional knowledge, coordinating technology and service to enable readers to appreciate the advantages and value of publications. Consequently, book editors must continuously innovate marketing methods, broaden dissemination channels, transform "lagging advantages" into "priority advantages," use their innovative thinking to guide readers' perspectives, and increase promotional reach from the dissemination channel perspective to accelerate publication sales velocity.

2. Characteristics of Innovative Thinking for Book Editors

2.2 Judgment

Judgment constitutes a crucial element in book editors' innovative thinking. In traditional editorial work, from topic selection planning to manuscript solicitation, from manuscript review to editing and revision, from binding design to final proofreading, nearly every stage reflects editorial judgment. The workflow exhibits uniformity and universality, with editorial judgment manifesting in evaluating the correctness of concepts and content, and making continuous selections and identifications. Consequently, book editors' thinking activities remain in a constant state of analysis, judgment, and identification. In the media convergence era, multi-channel and multi-process work patterns have become the norm for editors, yet the development of creative thinking still relies on timely and accurate judgment. Editors must employ keen judgment to make reasonable selections regarding topic content and dissemination channels, conduct

professional work on this foundation, and enhance the overall level and capability of editorial work, thereby ensuring that publications can be promoted and sold through appropriate channels within the shortest time frame, guaranteeing the dual promotion of knowledge and economic benefits.

2.3 Flexibility

Flexibility evaluates the breadth of thinking and the capacity for adaptability. It is a capability that book editors must possess and should be fully demonstrated in innovative thinking. Book editors must emphasize both “planning” and “editing,” with the combined process involving multiple aspects. In this context, greater emphasis on editors’ ability to adjust content and schedule overall structure becomes particularly important. In innovative thinking, editors must assess situations, adapt to changing circumstances, and adjust planning strategies promptly according to various developments and changes. For instance, editors should select dissemination paths and presentation forms compatible with publication content, while also modifying or adding content access methods according to readers’ habits to enhance their experience.

Comprehensiveness represents a distinctive feature of editorial innovative thinking. Editorial innovative thinking involves the alternation and coexistence of conscious and subconscious processes, reflecting advanced ideological concepts of the era and the integration and development of multiple thinking modes. Editors are considered “generalists” or “jack-of-all-trades,” meaning they require broad knowledge foundations and certain academic structures, while their thinking must undergo multi-dimensional and comprehensive training. When planning book topics, editors must consider dual benefits—both economic and social. The criterion for a good topic selection is that it must have both social and economic value. Grasping topic selection involves not only professional and academic value but also consideration of its impact on society, regions, and individuals; not only novelty and originality but also practicality. For editors, this comprehensive thinking characteristic involving multiple factors, levels, and disciplines represents a universal principle.

3. Mechanism Innovation from the Content Perspective

3.1 Emphasizing Multimedia and Multi-Medium Transformation of Publication Content

Book editors should strengthen cooperation with new media platforms, actively build short-video account matrices and new media matrices, aggregate traffic, better serve authors at the publishing end, and better serve readers at the sales end. Collaborating with high-quality content platforms such as CCTV, Youku, iQiyi, Phoenix, Douban, and Bilibili can broaden development thinking, construct a professional publishing and distribution service platform, establish extensive and in-depth connections with high-quality content resource platforms based on professional advantages, and thereby build sustainable competitive-

ness. Strengthening cooperation with high-quality audio and video platforms and selecting appropriate book categories to present as audiobooks or original videos can attract user attention, increase their interest, and ultimately achieve sales conversion.

3.2 “New Books + Cultural Creativity” Leading New Trends in Publishing

In the media convergence era, network information technology has brought convenience and novelty to readers, yet the documentary, artistic, and academic value of physical books remains immeasurable. Therefore, in this era, we should increase emphasis on physical publications and stimulate more reading. Editors should innovate in content selection, strengthen analysis of target readers, and meet the needs of specific audiences. For children’s books, colors can be effectively modified, and currently popular animated characters should be added to content selection and design to stimulate children’s interest in reading and make books more attractive. For science and technology books, 3D and 4D technologies can be applied to provide readers with video and audio textual information, effectively integrating books with media convergence. Meanwhile, QR codes can be created, allowing users to watch explanations by scanning them, achieving unlimited knowledge expansion. Readers can leave messages for authors by scanning QR codes or share their reading reflections and questions, narrowing the distance between readers and authors, stimulating readers’ enthusiasm and initiative, and timely responses to readers’ questions can enhance authors’ reputation and influence from another perspective, positively impacting both the social and economic benefits of publishing houses.

3.3 Case Study: Mechanism Innovation from a Content Perspective

With the development of cultural industries and the iteration of network technology, the market environment for the book industry has undergone tremendous changes. Consequently, the production and organization methods of books should also adapt accordingly, with planning centered around thematic IPs equipped with editors, marketing personnel, and multimedia staff to explore the development and operation of IP value. Publishing houses should strengthen brand building, establish series of thematic brands from perspectives that contemporary citizens care about, and conduct corresponding work around brand editing, brand products, and brand marketing. Simultaneously, online reader service accounts should be improved to create exclusive IPs for publishing houses, completing the fission from one product line to multiple product lines, thereby achieving continuous market share for publications.

Building upon these three aspects, this article introduces the innovative thinking in book publishing in the media convergence era through a case study of the 2019 National Publishing Fund project *Orogen Language Common Pronunciation Dictionary*, which the author planned and published.

Language constitutes an important characteristic of an ethnic group, a vital expression of national confidence, and a crucial tool for promoting exchanges and communication among all ethnic groups. Every nation possesses memories from ancient times. Language records the journey of each ethnic group; once a language disappears, the cultural information and human civilization knowledge it embodies will be irretrievably lost. The Oroqen people have no written script. In modern times, a small number have used Manchu, Mongolian, or Russian scripts for recording, but more often rely solely on oral transmission to preserve their ethnic language and culture. Oroqen language has fewer than 3,000 speakers, with fewer than 500 proficient users. This scarcity has directly led to the language's endangered status. As one of the "Three Minority Languages" in Inner Mongolia Autonomous Region, Oroqen language is also a critically endangered language worth rescuing and preserving nationwide.

Based on the *Plan for Supporting Ethnic Minorities with Small Populations (2011-2015)*, the State Council's *Notice on Issuing the 13th Five-Year Plan for Promoting Development in Ethnic Minority Areas and Ethnic Minorities with Small Populations*, and the 2017 *National Ethnic Affairs Commission's 13th Five-Year Plan for Ethnic Minority Language Work*, how to better protect and inherit endangered languages of ethnic minorities with small populations has become an important issue, with the publication forms of related books also becoming a significant area for exploration in the publishing field. Based on understanding of new media and grasp of book content, the author believes innovative thinking can break traditional publishing models by adopting a media convergence publishing approach combining traditional books with WeChat mini-programs. Users can scan the QR code on the title page of the *Oroqen Language Common Pronunciation Dictionary* to directly open the WeChat mini-program, enabling retrieval through text, phonetic charts, or voice input. The entire retrieval system employs technologies such as fuzzy search, voice recognition, and cloud storage to make searching more efficient and convenient.

3.3.1 Retrieval Methods

- (1) **Chinese Character Retrieval:** By entering Chinese characters in the search box, the system automatically queries corresponding entries in the database.
- (2) **Voice Retrieval:** Through voice input queries, the system automatically parses user speech into text and then searches the database.
- (3) **Syllable Retrieval:** By entering the first letter of a word, all syllables corresponding to this initial letter immediately appear.

3.3.2 Search Suggestions (Fuzzy Search) After users input Chinese characters, all results containing these characters or phrases are displayed, allowing users to select which to view. When entering syllable initials, all syllables be-

ginning with that letter are displayed.

3.3.3 Search History All entries previously searched by users are displayed below the search box (configured to display 10 entries, with additional entries accessible through “load more”), and users can choose to clear their search history.

3.3.4 Search Results After users input search content, the system automatically retrieves related phrases below the search box. Upon selecting corresponding search content, entries with Chinese-Oroqen language comparison appear, with two small speakers on the right side. Clicking these enables audio playback in both Mandarin Chinese and Oroqen language. Below the entries are explanations and International Phonetic Alphabet (IPA) transcriptions. By clicking the small plus sign, words can be added to a personal vocabulary list; if a word is already in the vocabulary list, the system prompts “This word is already in the vocabulary list.” Words in the vocabulary list can be removed by clicking the minus sign on the right side.

The entire retrieval system considers the need to accommodate the broadest possible user base, including illiterate users who wish to learn the language. Through voice input, the system’s recognition function can quickly retrieve entries. The WeChat mini-program’s search results remain consistent with the paper book entries, including standard Mandarin audio, standard Oroqen language audio, and IPA transcriptions, greatly satisfying diverse user needs.

The word “pronunciation” in the title highlights the focus on audio preservation. Given the characteristic that Oroqen language has no written script, the dictionary extensively collects daily expressions and distinctive hunting vocabulary of the Oroqen people, uses the latest version of the International Phonetic Alphabet commonly employed in linguistics for transcription, and preserves the language through audio recordings. Without timely rescue efforts, the next generation of Oroqen people may likely be unable to comprehend the diverse hunting vocabulary known to their ancestors, and Oroqen language would exist only as a noun in historical materials and museums.

From the perspective of the phonetic and grammatical structure value of endangered languages, endangered languages are vulnerable languages with small speaker populations that are often overlooked. However, every language embodies a knowledge system and serves as a fundamental carrier of ethnic cultural characteristics, with unique features in pronunciation habits, word formation methods, and grammatical structures. Consequently, their audio resources can play irreplaceable unique value in national information encoding, national defense intelligence transmission, and information security fields. Preserving Oroqen language fundamentally rescues Oroqen culture, enabling Oroqen language, customs, and hunting culture to retain a place in modern society. This project holds significant importance in multicultural heritage preservation and cultural confidence enhancement.

From the perspective of the necessity of digital language and voice preservation, in today's rapidly developing network information era, only digitized audio information can meet the needs of contemporary and future cultural dissemination and inheritance, adapting to cultural industry development needs. Cultural heritage in electronic media formats facilitates rapid and extensive dissemination and inheritance. Therefore, this project achieves digital recording and preservation of humanistic culture embedded in a unique production and lifestyle, holding important and far-reaching cultural inheritance significance for promoting ethnic culture and enhancing ethnic confidence.

This project provides systematic, scientific, and vivid language reference materials for Oroqen people and researchers of ethnic minority languages, while also offering experience for cultural documentation work concerning other ethnic minorities with small populations.

In the media convergence era, the work functions of publishing houses have diversified, with new media support indispensable from topic conception to channel sales. As the core of publishing houses, book editors must continuously transform their thinking, develop innovative thinking, and broaden their perspectives in publication content selection, design, and final distribution according to era demands and changes, actively pursuing innovation and breakthroughs. The media convergence era has posed challenges for publishing house development while simultaneously creating broader markets. Book editors must fully utilize the media convergence environment to innovate thinking, concepts, and practices, continuously improving editing and marketing capabilities, emphasizing resource integration and application, and focusing on market analysis and judgment. Editors in the new era must prioritize innovation as their work focus, seize era characteristics, and create publications for the internet age.

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