

## How to Promote the Integrated Development of Traditional Publishing and New Media Technology Postprint

**Authors:** Zhang Ying

**Date:** 2023-10-08T00:00:00+00:00

### Abstract

The rapid development of computer network technology and swift innovation of Internet technology have laid a solid and stable foundation for the popularization of new media technology. Today, new media technology has become a mainstay in the publishing field; the traditional publishing industry can no longer adhere to its original development mindset, but should actively integrate with new media, seize favorable development opportunities, and explore innovative paths that keep pace with the times. This paper primarily focuses on the issue of how to promote the integrated development of traditional publishing and new media technology, approaching from various aspects related to new media to explore development paths for the publishing domain under the guidance of converged media thinking.

### Full Text

## How to Promote the Integrated Development of Traditional Publishing and New Media Technology

**Zhang Ying**

(Jiangxi Education Media Group, Nanchang, Jiangxi 330038)

**Abstract:** The rapid advancement of computer network and internet technologies has established a solid foundation for the widespread adoption of new media technology. Today, new media technology has become a dominant force in the publishing sector. Traditional publishing can no longer adhere to its conventional development mindset; instead, it must actively integrate with new media to capture valuable development opportunities and explore pathways for timely innovation. This paper examines the question of how to advance the integrated development of traditional publishing and new media technology, investigating

development pathways for the publishing field under the guidance of converged media thinking.

**Keywords:** converged media; traditional publishing; technology development; content optimization; mechanism management

---

Against the backdrop of rapid information technology development, the survival and development space of media has undergone significant transformation. Audiences now increasingly rely on new media platforms to search for and obtain information, posing a severe challenge to traditional media. This shift in audience preferences means that traditional media will gradually lose their existing audience base. To better integrate into the media ecosystem and achieve optimized development, the traditional publishing industry must proactively pursue integration with new media. The following analysis addresses how to promote this integration and proposes effective pathways for converged development.

### 1.1 Characteristics of New Media

New media technology has emerged in response to the rapid development of internet and information technologies, and it possesses several key characteristics. First, **digitalization**: This feature has fundamentally changed people's information acquisition needs, creating an information dissemination model more compatible with modern reading habits and promoting the diversified development of new media content. Second, **interactivity**: New media platforms facilitate communication and exchange between information publishers and consumers, enabling two-way interaction through information technology. This significantly enhances the audience's information acquisition experience, while the invisible oversight exercised by audiences also contributes to improved information dissemination quality. Third, **convenience**: Smartphones, computers, and other mobile devices have become indispensable tools in daily life and work, allowing people to access reading content anytime and anywhere. Compared with conventional paper books, this reading method is not only more convenient but also offers richer selection options. However, it is worth noting that fundamental differences remain between paper books and digital books, and the "fast-food" reading approach is not conducive to cultivating good reading habits or enabling deep comprehension of content [?].

### 1.2 Current State of Traditional Publishing in the New Media Era

The rapid development of the new media era has transformed reading methods and, to some extent, squeezed the survival space of traditional publishing. An increasing number of readers now opt for online reading through mobile terminals. Digital books are more affordable than paper books, and a single smartphone can replace thousands of physical books—especially when traveling—providing greater convenience for audiences. Consequently, however, the audience base for traditional publications is gradually shrinking, which poses a

significant threat to the sustainable development of traditional media.

First, influenced by the fast-paced lifestyle, new media better satisfies people's reading needs. Traditional paper publications are not only more expensive but also suffer from lower publishing efficiency and cannot deliver a superior reading experience. Many readers have begun to embrace electronic reading formats, and the abundant online resources continuously stimulate people's curiosity and aesthetic demands, leading audiences to form many new perspectives [?]. The innovation capacity of the traditional publishing industry still needs enhancement. If it remains confined to price and user competition with new media, not only will its development potential fail to be fully realized, but it may also result in a lose-lose situation for both old and new publishing industries.

Second, through internet platforms, readers can search for desired book products anytime and anywhere. Traditional publishing, with its slower update frequency and more complex publishing processes, makes it relatively difficult for audiences to obtain books and is no longer the preferred choice for some readers. Internet platforms offer vast quantities and varieties of resources, whereas traditional books require audiences to visit physical bookstores. Many books are no longer available in the circulation market, leaving an impression of excessive singularity in the minds of audiences. The emergence of various new platforms and channels has also significantly occupied the market share of traditional publishing [?].

Third, the new development environment places higher demands on publishing professionals. The integration and development of traditional book publishing with new media cannot succeed without talent support. The path to innovation for traditional publishing presents both opportunities and risks, requiring high-quality, high-level, and high-skilled talents to actively participate with a long-term perspective and an understanding of market development patterns. However, talent shortages and rigid thinking are currently constraining the progress of traditional publishing.

Finally, public platforms such as Weibo and WeChat provide access to vast amounts of book-related information, allowing audiences to express personal views and interact with others through these interactive and shared new media platforms—an effect that traditional media cannot achieve. This represents the greatest limitation facing traditional publishing during its development and transformation. On the surface, traditional publishing appears to be in an upward development phase, but behind this prosperity lie many bubbles. The market for paper books is deteriorating, sales of physical books are declining, and large quantities of paper books remain untouched. The digital conversion of paper books cannot generate equivalent benefits, and the emergence of diverse entertainment forms is gradually reducing audience interest in reading. The traditional book publishing industry is facing unprecedented development difficulties.

## 2.1 Conceptual Integration of Traditional Publishing and New Media Technology

In the new media era, traditional publishing faces a development situation vastly different from the past. Integration between traditional media and new media technology has become an irreversible trend, requiring continuous exploration and adaptation. This new development pattern demands that we neither blindly apply experiences from other fields nor rigidly adhere to old development paths. To achieve integrated development, traditional publishing must attach sufficient importance to creating a favorable environment and providing adequate policy support, enabling it to draw strength from new ideas, concepts, and technologies to inject vitality into the field. It is necessary to build a comprehensive editorial and publishing data platform to gradually reduce the challenges posed by publishing operations and narrow the gap between old and new media, creating favorable conditions for their joint development. Publishing professionals should thoroughly understand the characteristics, forms, and features of new media, develop new thinking patterns, and promote the optimization and upgrading of traditional publishing.

## 2.2 Technical Development Integration of Traditional Publishing and New Media Technology

The integration of traditional publishing and new media technology cannot succeed without modern technological support. The state encourages and supports the transformation and development of traditional media, having invested substantial funds to build professional technology platforms. However, the current situation reveals that existing system platforms still have considerable room for optimization, with numerous limitations in operational models and a need for higher-level optimization of resource data.

Professionals in traditional publishing should establish new development goals and learn to leverage modern technologies, particularly artificial intelligence, to improve publishing efficiency and create favorable publishing environments [?]. Today, the development model of online book retail has emerged in China, allowing people to purchase both paper and electronic books through online platforms. The combination of online and offline sales provides greater convenience and has, to some extent, increased book sales. Additionally, big data-driven book information push has formed an invisible information promotion system, helping audiences discover books that better match their reading habits. Fundamentally, the integrated development of traditional publishing and new media technology should focus not merely on capacity improvement but on expanding communication matrices, developing platforms and channels, firmly grasping reader needs, and enhancing information conversion efficiency.

### 2.3 Management Mechanism Integration of Traditional Publishing and New Media Technology

For a considerable period, both publishing professionals and the state have strongly supported the integration of traditional publishing and new media technology, yielding preliminary results. However, fundamental differences remain between traditional publishing and new media, separated by what seems like an invisible veil. If this barrier is not eliminated, complete integration cannot be achieved. The publishing field involves numerous and complex tasks, requiring support from multiple different segments in the integration process, including not only basic video services but also a series of value-added services. Yet, the reality is that traditional management systems still follow a decentralized management model, and substantive transformation of traditional publishing must undergo complex procedures with multiple layers of approval before obtaining relevant qualifications. To address this phenomenon, it is recommended to simplify approval processes on the existing foundation, establish convenient approval pathways, and gradually eliminate barriers between old and new media [?].

In terms of publishing formats, the traditional publishing industry's adherence to outdated models also significantly restricts the advancement of integrated development. From a long-term development perspective, traditional publishing must adopt a comprehensive planning and design approach from a holistic perspective to optimize its management system and mechanisms. For example, when improving publishing processes, it is recommended to create new technology platforms enabling dual storage of paper and electronic manuscripts and integrated proofreading and review. Regarding copyright issues of concern to readers and authors, traditional copyright management should be organically combined with digital copyright management, with timely royalty regulations formulated and layout supervision strengthened to eliminate infringement in its infancy and protect authors' interests.

### 2.4 Content Optimization Integration of Traditional Publishing and New Media Technology

From the publisher's perspective, content remains the fundamental basis for establishing a foothold in fierce market competition. The traditional publishing industry must adhere to the principle of "content is king," ensuring that the integration of traditional publishing and new media fully permeates content development. First, the forms of book products should be transformed promptly, fully considering readers' needs to create quality book products that win audience favor. Modern technical equipment should be used to improve product and service forms, extending content optimization beyond tangible products to intangible ones and promoting diversified development of traditional publishing. Often, a single piece of content can be developed into multiple different products. In addition to conventional digital technologies, H5 technology, QR code technology, and augmented reality technology can all serve as auxiliary tools

for editorial professionals to meet the needs of different audience types.

Second, specific product content should reflect personalization, novelty, and innovation, embodying the interactive characteristics of new media to create timely book products. On new media platforms, massive information resources can serve as channels for customized content, enabling deep information screening, enhancing the influence of published content, and fostering greater trust in publishing houses among readers.

Third, publishing houses should attach sufficient importance to marketing management, as its effectiveness partially determines brand influence. New media era publishing development requires publishers to actively break through the constraints of traditional marketing models, shifting focus from product sales to promotional services, and providing high-level reading experiences while improving publishing quality. Publishers must establish targeted marketing models by considering multiple factors including content characteristics, audience positioning, market environment changes, industry requirements, and brand needs. Electronic products should be actively incorporated into marketing scope, and when necessary, used as “promotional items” for paper books to create powerful publicity advantages and open broader space for paper product promotion. The transformation path for traditional book publishing is not singular; combining content with demand or content with service are both viable reform approaches. As long as the right entry point for media convergence is identified, maximum results with minimum effort can be achieved for integrated development. Publishing professionals must also focus on digital processing of books, reflecting multi-level and diversified publishing, clearly defining target audiences, and achieving comprehensive promotion [?].

## **2.5 Talent Cultivation Integration of Traditional Publishing and New Media Technology**

The integration and development of traditional publishing and new media technology requires not only technical support but also talent cultivation. Talent is needed to improve management mechanisms and closely connect traditional and new media. Currently, under the influence of new media, readers’ reading preferences have changed significantly, and the traditional publishing industry is facing a severe shortage of digital talent, hindering its integration with new media.

First, high-quality publishing professionals should possess sufficient professional knowledge and practical abilities, continuously strengthening their innovative spirit, focusing on market environments, establishing lifelong learning concepts, and using online platforms to learn timely professional knowledge and improve new media application capabilities to become masters of digital information and better adapt to the integrated development environment.

Second, traditional publishing should actively recruit talent and emphasize training, organizing professional skills development programs to continuously im-

prove capabilities and literacy, guiding talent to learn industry legal norms and new media communication and operation technologies.

Third, traditional publishing should provide broad personal development space for professionals to mobilize work enthusiasm, improve professional title evaluation standards by including digital editors and new media editors in evaluation categories, and stimulate work vitality. Traditional publishing should also create favorable conditions for audience innovation thinking, encouraging professionals to actively bridge distances with readers, authors, and other media, focusing not only on paper and digital book publishing but also connecting publicity management with the development of animation, film, television, and peripheral products.

In summary, the integrated development of traditional publishing and new media requires steady and practical progress. New media possesses characteristics of digitalization, convenience, and interactivity that traditional publishing generally lacks. Seizing this opportunity means revolution for traditional publishing; missing it means risk. Integration should proceed from multiple perspectives: attaching sufficient conceptual importance, providing adequate technical support, establishing strong management mechanisms, offering reasonable content guidance, and delivering talent support. This will create favorable opportunities for the transformation of traditional publishing and contribute to the comprehensive development of the publishing field and the broader media landscape.

## References

- [1] Liu Changming, Lu Lan, Xu Jian. “New Infrastructure” Middle Platform Capabilities Supporting Smart Media Development[J]. China Media Technology, 2021(2): 10-13.
- [2] Shi Chunyan. On How to Promote the Integrated Development of Traditional Publishing and New Media[J]. Communication Power Research, 2020(1): 138+140.
- [3] Sha Yulong. The Impact of New Media Technology on the Book Publishing Industry in the Media Convergence Era[J]. China Media Technology, 2021(1): 89-91.
- [4] Yang Dong, Teng Jian. Practice of Omnimedia Middle Platform Based on Big Data Technology[J]. China Media Technology, 2020(9): 19-20.
- [5] Jing Chaochao. Thoughts on the Integrated Development of Digital Publishing and Traditional Publishing[J]. Business Intelligence, 2019(50): 175+169.
- [6] Liu Wenna. Methods and Countermeasures for Publishing Integration Development in the New Media Era[J]. Media Forum, 2019(1): 148.

*Note: Figure translations are in progress. See original paper for figures.*

*Source: ChinaXiv –Machine translation. Verify with original.*