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## ## New Reflections on the Convergence Development Path for Thematic Publishing in the 5G Era (Postprint)

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

### Abstract

Theme publishing has traditionally constituted the core of the publishing industry. In recent years, it has received positive market responses from audiences, leading publishing institutions to increasingly prioritize this sector. The widespread deployment of 5G communication technology, with its substantial enhancements to information sharing, has precipitated profound disruptions across various industries, presenting theme publishing with unprecedented opportunities and challenges. Consequently, theme publishing institutions must accurately comprehend the transformations brought by 5G technology, proactively pursue resource integration in the 5G era, boldly and skillfully adopt emerging technologies and methods, expand their business beyond conventional foundations, and ultimately achieve integrated development between 5G technology and theme publishing.

### Full Text

#### New Perspectives on the Integrated Development Path of Thematic Publishing in the 5G Era

**Abstract:** Thematic publishing has always been the core of the publishing industry. In recent years, it has received positive market responses from audiences, and publishing institutions have increasingly prioritized thematic publishing. With the widespread application of 5G communication technology, its convenience in information sharing has created tremendous impact across all industries, presenting both new development opportunities and challenges for thematic publishing. Based on this reality, thematic publishing institutions must correctly understand the changes brought by 5G communication technology, actively integrate resources in the 5G era, dare to and be adept at applying new

technologies and methods, expand new business areas on their original foundation, and achieve integrated development between 5G technology and thematic publishing.

**Keywords:** 5G era; thematic publishing; integration strategies; publishing forms; service platforms

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## 2. The Impact of 5G Technology on Thematic Publishing

On June 6, 2019, China issued 5G commercial licenses to major telecommunications companies, marking the beginning of 5G technology's commercial application. Like papermaking and printing, 5G communication technology will lead progress and development in a new era, primarily reflected in the efficiency of information sharing and transmission effectiveness. For the publishing industry, 5G communication technology has created tremendous impact. In this new era, effectively utilizing 5G technology and achieving smooth integration between the two can inject new vitality into thematic publishing and enable its sustained and stable development.

### 2.1 Richer Display Forms for Thematic Publishing

During the 13th Five-Year Plan period, internet technology rapidly integrated with the publishing industry, breaking through to a new high of 880 billion yuan in digital publishing output value within a short time, and this transformation continues to deepen. This demonstrates that internet technology has provided new forms of expression for traditional publishing, enabling it to move toward new development trends. Currently well-known content includes WeChat mini-programs and related reading apps, which are platforms established by the publishing industry to broaden the service scope of thematic publishing. Additionally, there are thematic publications in video formats such as micro-videos and AR. Looking back, the integration of internet technology with thematic publishing content has a history of over ten years, and audience acceptance of this content has been positive. On April 16, 2021, the 7th China Digital Reading Conference was held in Hangzhou, where the "Reader for the Database of CPC Ideological and Theoretical Resources" project, developed and maintained by People's Publishing House and iReader Technology, won the "Top 10 Digital Reading Projects of 2020." The services provided include online reading and app-based reading, which not only enriches the display methods of thematic publications but also offers audiences multiple learning options.

Comprehensive analysis of the integration between digital platforms and thematic publications reveals that the most critical aspect is that users can personalize content adjustments based on their usage behavior and trajectory. Compared with the single display method of traditional thematic publishing, this approach is more readily accepted by audiences and significantly increases user stickiness.

## 2.2 Increased Development Opportunities for Thematic Publishing

The open use of 5G communication technology is like the steam engine that brought about the first industrial revolution, significantly impacting people's lifestyles and work methods. The key characteristics of 5G communication technology are faster network speeds, lower latency, and stronger connectivity. In the process of digital transformation of traditional thematic publishing, limitations from related technical issues arise, such as the high-speed transmission requirements for video livestreaming and AR, the demands of digital network platforms for multi-device access, ultra-high resolution, and real-time situational interaction. 5G communication technology can combine the virtual world with the real world, thereby reducing the learning difficulty of thematic publications and allowing audiences to learn in realistic-like scenarios, helping them gain positive experiences and increasing their recognition of thematic publishing.

The year 2021 marked the 100th anniversary of the Communist Party of China and the beginning of the 14th Five-Year Plan. Conducting thematic publishing work at this historical juncture holds important practical significance. Various publishing units seized new opportunities, faced new challenges, and created era-defining quality products by leveraging their own advantages and characteristics, demonstrating Chinese features, style, and ethos. Statistics show that the popular theoretical book "Face-to-Face with the New Era," jointly organized and published by Study Press and People's Publishing House in 2018, had accumulated distribution of over 6 million copies by the end of 2020. The micro-videos related to this book received widespread audience recognition, with view counts reaching millions on Study Press's own platform alone. This demonstrates that the digitization of thematic publications does not affect offline sales; instead, it expands the audience group through online integration and increases offline sales.

## 2.3 Expanded Industry Boundaries for Thematic Publishing

Content resources are the foundation, and technological means are the driver. No matter how digital technology updates, it needs to add the core of content to the shell of technology. Under the premise of thoroughly implementing the important spiritual guidance of the Party and state and effectively serving the people's cultural life needs, the topic selection types of thematic publications are no longer limited to party history, national history, military history, and major festivals. Instead, they have deepened and generalized on the original basis, gradually shifting to meso and micro levels, achieving good results in both professional publishing fields and mass-oriented publishing domains. In recent years, the topic selection direction of thematic publications has become more refined, with a noticeable increase in thematic publications that combine professional publishing units with their respective industries, requiring the display of many more specific scenarios.

AR technology, which integrates visual, auditory, and tactile senses, has been

gradually accepted by the masses. Therefore, the integration of AR technology with thematic publishing has become a new research direction, with many publishing houses already attempting applications in this area and achieving good results. People's Literature Publishing House took the lead in combining AR technology with books, selecting the thematic publication "The Reader," which originally appeared in a popular variety show. Subsequently integrated with AR technology, users only need to download the corresponding app and scan the QR code to enter the video learning interface of "The Reader." After achieving good results from the integration of books and AR technology, People's Literature Publishing House began trying more thematic publications such as "Everlasting Classics," "Thank You, My Home," and "First Lesson of School." Additionally, in terms of youth thematic reading materials, there are also combinations of VR technology with books. Zhejiang Electronic Audio-Video Publishing House designed an animated military work to commemorate the 90th anniversary of the founding of the People's Liberation Army and the 70th anniversary of the founding of the People's Republic of China. In this animated work, a series of major historical events and battles are presented, helping young readers better understand the great motherland and the great Communist Party of China, enhancing their sense of honor and pride, and successfully achieving the goal of thematic publishing in conveying positive ideas.

### 3. New Perspectives on the Integrated Development Path of Thematic Publishing in the 5G Era

In the 5G era, the primary consideration for thematic publishing is the introduction of 5G communication technology to enrich the forms and display methods of thematic publications, narrow the distance with audiences, and make thematic publications more appealing and vivid. Based on the current development of thematic publishing, many units have begun exploring content innovation, enabling thematic publications to keep pace with the times while maintaining richness and authority, presenting a trend of diversified development. Similarly, while innovating thematic publishing content, technological innovation must also be pursued by actively introducing advanced 5G communication technology to enrich display forms. As evidenced by the successful products of Sichuan People's Publishing House across various fields, many have integrated modern technologies, such as the "No. 3 Yandao Street" integrated publishing platform, the online education project "100 Science Experiments," the "Tourism + Culture" integrated publishing project, and the "Gold Medal Commentary" strategic project. After achieving corresponding results, Sichuan People's Publishing House further innovated on its original foundation by combining paper books with documentary films, designing and completing the filming of "The Seeker—A Documentary on the Investigation of the Red Army's Long March Route Through Snow Mountains and Grasslands." This documentary film involves the paper books "Detailed Investigation of the Red Army's Long March Route Through Snow Mountains" and "Detailed Investigation of the Red Army's Long March Route Through Grasslands," detailing the true stories along the

Long March route, including scenes of the Red Army crossing grasslands and climbing snow mountains. The practical significance conveyed is more intuitive and vivid compared to paper books, making it easier to influence and move audiences. Since then, an increasing number of thematic publications have combined books with documentary films, and this new integration method has gradually become the development direction of thematic publishing.

### 3.2 Building Thematic Publishing Service Platforms

“Study Xi, Strengthen the Nation” once filled social media and various interactive platforms. As an online learning product containing rich and high-quality learning materials, it attracted a large number of scholars and became popular nationwide. For the publishing industry, the emergence of “Study Xi, Strengthen the Nation” pointed out a future development direction: building thematic publishing service platforms to innovate service models and inject vitality into thematic publishing.

Examining the content of “Study Xi, Strengthen the Nation,” many of its achievements cannot be directly replicated, but its application methods remain worthy of reference. A representative case is People’s Publishing House, which began building databases decades ago and operates the Database of CPC Ideological and Theoretical Resources online. Due to its early start, it has accumulated a large number of loyal users, which is beneficial for doing thematic publishing well and making it bigger and stronger in the 5G era. With the emergence of 5G communication technology, original information technology has been strengthened, and People’s Publishing House’s service models have been further enriched and innovated. In 2015, People’s Publishing House established the People’s Publishing House Reading Club new media platform, combining online and offline communication, learning, and interaction. Readers of People’s Publishing House’s thematic publications can communicate directly online and conduct real-time transactions. The following year, “Party Member’s Little Schoolbag” was launched as an upgrade to the original platform. This platform combines new technologies such as big data, cloud computing, and the Internet of Things, becoming a useful tool for current party building work, covering party member management, learning, and assessment.

For platforms with large amounts of data resources, effective combination with thematic publishing can expand their service scope and reach. A representative example is the “Three-Terminal Four-Platform Party Building Work Digital Upgrade Solution” designed and implemented by Longyuan Digital Media Group. Its content includes various high-quality book resources such as party building books and journals, which can connect to terminals like mobile phones and computers. It comprises four platforms: a copyright content monitoring and management platform, a multi-level user management platform, an artificial intelligence data analysis platform, and a learning evaluation and interaction platform, together forming a party building learning system. Through this learning system, relevant users can directly access party building data, enabling

them to read party building information in real time. User data is analyzed to understand user preferences and form recommended learning plans, which can also be used for learning behavior assessment.

### 3.3 Using 5G Technology to Expand Reading Depth and Breadth

The integration of 5G technology and thematic publishing is not exclusive to large capital publishing institutions. They can completely develop product routes based on their own characteristics, leveraging their small scale to quickly build reading platforms that provide high-quality services to users—this is also an effective way to utilize 5G technology. Currently, reading platforms are mainly divided into three types. The first is e-commerce-driven, which leverages massive online sales advantages to build digital reading platforms, such as Amazon’s Kindle. Publishers directly cooperate with sales platforms, benefiting each other, obtaining more resources, and making it easier to build large-scale, content-rich reading platforms. The second is internet platform-driven, where such platforms cooperate with internet giants to build their own user base using their massive traffic, most commonly by integrating with currently popular reading platforms like WeChat Reading and Shuqi Novels. Comparatively, internet platforms themselves have large user groups and mature interaction designs, making them suitable for small capital publishing institutions to directly integrate and promote. The third is hardware and operator-driven, represented by Apple’s iBooks and China Mobile’s Migu Reading, which prioritize large capital publishing institutions based on their first-mover advantages.

Examples include Shanghai People’s Publishing House and Archimedes App jointly disseminating the “Tell Young People the Stories of the Republic” all-media live-action party class; Shanghai Local Chronicles Office cooperating with Himalaya to launch “100 Years of Party Building, 100 Lectures on the Four Histories” ; and in April 2021, the “Read Mobile Quality Products, Celebrate the Centennial of the Party—Top 100 Digital Publishing Quality Projects Tribute” column organized by the National Press and Publication Administration was officially launched, concentrating high-quality reading resources on 19 digital platforms, including both authoritative platforms like “Study Xi, Strengthen the Nation” and short video social platforms like Kuaishou, providing inspiration for the online dissemination of red thematic publications. Based on the current development of thematic publications, most publishing institutions have begun building reading platforms one after another to facilitate providing high-quality reading services to users and enhance the depth and breadth of thematic publishing reading.

In summary, the integrated development of thematic publishing in the 5G era has become an inevitable trend. Relevant publishers must correctly understand the changes brought by 5G technology in their work, closely follow the development pace of 5G technology, commit to deep-level integration between 5G communication technology and thematic publishing, and actively carry out cross-media integration, enabling thematic publishing to successfully complete

transformation and upgrading, expand its audience group, and inject new vitality into its further development.

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(Copy Editor: Hu Yang)

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

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