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Analysis of Innovative Strategies for Topic Selection and Planning in Publishing in the “Internet Plus” Era (Postprint) Abstract This paper examines innovative strategies for topic selection and planning in the publishing industry within the context of China’s “Internet Plus” development fr…

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

Abstract

The rapid development of internet technology and modern information technology has brought both opportunities and challenges to the traditional publishing industry. To achieve innovative development in this sector, editorial staff must first transform the work model of book topic planning. Before initiating book topic planning, relevant personnel must conduct thorough market research to clarify market trends, thereby enhancing the rationality and practicality of book content.

Full Text

Analysis of Innovative Strategies for Publishing Topic Selection Planning in the “Internet Plus” Era

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Abstract: The rapid development of internet technology and modern information technology has brought both opportunities and challenges to the traditional publishing industry. To achieve innovative development in traditional publishing, editors must first change their work models for book topic selection planning. Before undertaking such work, relevant personnel must conduct in-depth market research, clarify market trends, and enhance the rationality and practicality of book content.

Keywords: “Internet Plus” ; internet technology; publishing topic selection planning; innovative strategies

Classification Number: G632

Document Code: A

Article ID: 1671-0134(2022)03-071-03

DOI: 10.19483/j.cnki.11-4653/n.2022.03.022

Citation Format: Peng Minglan. Analysis of Innovative Strategies for Publishing Topic Selection Planning in the “Internet Plus” Era [J]. China Media Technology, 2022(03): 71-73.

This paper primarily analyzes the evolving trends in the publishing industry against the backdrop of the “Internet Plus” era. Publishing houses must enhance user awareness and clarify user demands based on their actual circumstances. Taking educational supplementary book topic selection planning as an example, before publishing such books, editors must understand reading habits in the internet era, explore new models for book editing and topic selection, utilize online platforms to establish effective interaction with users, create corresponding feedback mechanisms, clarify readers’ specific needs, and strengthen reader awareness to determine the right development direction.[2]

2. Innovative Strategies for Educational Supplementary Book Topic Selection Planning in the “Internet Plus” Era

2.1 Strengthening Reader-Centered Thinking

The core of the internet era is user-centered thinking. To strengthen this mindset, editors must first understand readers’ actual needs and satisfy their reading experiences. Under the influence of modern internet technology, information technology, big data, and cloud computing, the book publishing industry must actively explore new development models.[3] By utilizing new media platforms to establish reader feedback mechanisms, publishers can fully understand reader demands and reflect the diversified and personalized development of the publishing industry. Establishing interaction with readers allows for adopting valuable suggestions during topic selection planning, making appropriate adjustments to book topics, embodying reader value in books, improving publishing standards, and promoting the long-term sustainable development of the publishing industry.

2.2 Demonstrating Niche Thinking and Cloud Platform Thinking

Niche thinking in book editing and topic selection can better aggregate user groups. Under the impact of the internet, readers’ demands have become more diversified, and the variety of books provided by internet resources is incomparable to that of the traditional publishing industry. The publishing industry can learn from others’ strengths to offset its own weaknesses, leveraging the small

yet specialized advantages of paper books to focus on reader needs, and conduct differentiated analysis based on its own development situation and the advantages of internet platforms. From the perspective of publishing houses, the niche thinking editing and topic selection model can maximize satisfaction of reader market demands through customized publishing, creating higher economic benefits for publishers.[4] Cloud platform thinking requires publishing houses to focus on the future and clarify the development trends and directions of the book publishing industry. By utilizing big data analysis technology on cloud platforms to understand user needs in real time, publishers can achieve precise user positioning, use influential platforms to promote and sell their products, realize precision marketing, and utilize online platforms for sales and publicity, thereby broadening the sales channels of the traditional publishing industry and improving economic benefits through a combination of online and offline models.

1. The Significance of Strengthening Innovation in Publishing Topic Selection in the “Internet Plus” Era

1.1 Adapting to the Development Trend of the Times

The rapid development of network technology brings both challenges and opportunities to the traditional publishing industry. Publishing professionals should align with the trend of era development, strengthen innovation in book publishing topic selection planning, enhance the diversity of book planning according to users’ reading habits, demands, and information acquisition channels, create high-quality reading experiences for users, better meet the diversified reading needs of people in the internet era, fully leverage the inherent advantages of the traditional publishing industry, improve market competitiveness, and thereby promote the further development of the book publishing industry.[1]

1.2 Meeting Diversified Reading Needs

Book editing is one of the most important tasks in the publishing industry, and topic selection planning is the core key to the smooth and effective implementation of publishing activities. With the arrival of the “Internet Plus” era, people’s reading habits, reading methods, and learning habits have gradually changed. The information age has placed higher demands on topic selection and editing work for books in the traditional publishing industry. To meet the diversified reading needs of people under the “Internet Plus” era background, the publishing industry should actively reform book editing models, combine trends in the book industry’s development with users’ reading habits, enhance user awareness, clarify user demands, and thereby determine the right development direction.

2.5 Strengthening Professional Competence of Educational Supplementary Book Editors

2.5.1 Enhancing Professional Knowledge and Skills Based on actual circumstances, educational supplementary books impose higher requirements on editors' professional skills, theoretical knowledge, and comprehensive abilities compared to other books. During the editing process of educational supplementary books, editors must not only master skills and techniques related to book editing but also possess strong subject-specific professional knowledge, understand the basic requirements of curriculum standards, and clarify curriculum standard concepts. They should establish good communication and exchange with schools, clarify teaching objectives and examination syllabus requirements, identify the characteristics of user groups for educational supplementary books, reasonably set the difficulty level and capacity proportion of each knowledge point, and simultaneously understand teaching methods and approaches, clarify the characteristics of education and teaching at different stages, meet the requirements of the new curriculum reform for students, and contribute to the stable and sustainable development of China' s education cause.

2.5.2 Strengthening Responsibility Awareness With the popularization of China' s education cause, educational supplementary books have a vast development market. In the content design of educational supplementary books, multiple influencing factors such as book structure, column design, and market demand must be considered, and overall planning for content design must be well executed. Publishers must deeply understand the actual situation of the book market. Compared to other books, the content design of educational supplementary books changes rapidly. Under the internet era background, teaching methods of school teachers and learning habits of students are both changing, placing increasingly higher demands on the content layout of educational supplementary books. Therefore, relevant personnel in publishing units must conduct thorough market research during the content design process, clarify the specific needs of teachers and students, establish good communication and exchange with frontline teachers, market sales personnel, and school students during topic selection planning and book editing, adopt multiple opinions, and continuously optimize content design.[5] The general market research process is shown in Figure 1 [Figure 1: see original paper]. It is worth noting that because educational supplementary books have a broad development market with fierce competition among peers, the design process should also learn from the characteristics of bestsellers, compare them with one' s own, identify deficiencies, continuously optimize content, and ensure book rigor and accuracy of knowledge content. This requires publishing personnel to possess a sense of responsibility during topic selection planning, provide quality services for student education and teaching activities, and avoid increasing students' learning difficulty due to incorrect knowledge points or unreasonable content design. If the difficulty level of knowledge points in educational supplementary books is too low, it will not help improve students' academic performance.[6] Therefore, editors of

educational supplementary books must fully consider the practical application value of various books during content design and book editing, focus on current teaching actualities, combine teaching characteristics and student learning features under the internet era background, and improve the rationality, scientificity, and comprehensiveness of book design. Enhancing content quality awareness requires editors of educational supplementary books to strengthen review of book content, eliminate incorrect knowledge points or learning content that does not conform to syllabus requirements. Only high-quality educational supplementary books can win the favor of teachers and students, improve the economic benefits of publishing units, and promote the stable and sustainable development of China's book publishing industry.

2.6 Strengthening the Entire Process of Educational Supplementary Book Topic Selection Planning

2.6.1 Measures to Improve Overall Book Quality Publishing units can improve the overall quality of books by focusing on aspects such as book content, editing and processing, proofreading and collation, printing, and binding. As shown in Figure 2 [Figure 2: see original paper], regarding book content, it is necessary to enhance professionalism, ensure the timeliness, political correctness, and knowledge value of content, and avoid common sense errors during content editing. Editors must not only improve their professional capabilities but also possess certain writing skills, carefully deliberate during editing to ensure accuracy in word and sentence usage, improve the rationality of knowledge structure, and simultaneously have certain aesthetic abilities, as book layout, cover design, and content arrangement also affect overall quality and sales volume. It is worth noting that book proofreading and collation is the most important work content before publication. Proofreaders must formulate reasonable proofreading plans according to specific requirements, identify key and essential aspects of book proofreading, strengthen proofreading of Chinese characters, letters, punctuation, units of measurement, formatting, etc., clarify the work objectives for each proofreading round, and additionally formulate scientific and reasonable printing and binding processes to improve overall book quality.

2.6.2 Deepening Market Research Editors must conduct in-depth market research to clarify market demands, grasp the actual sales situation of current educational supplementary books and the difficulties existing in the sales process, and identify the main reasons affecting sales volume. Unreasonable cover design, loopholes in knowledge points, and knowledge difficulty that does not match students' learning needs will all affect sales volume. If knowledge points contain errors, it will directly invalidate the entire book series, causing immeasurable economic losses to the publishing unit while also damaging its reputation and image, reducing market competitiveness, and hindering stable and sustainable development.[7] Therefore, editors must understand the current state of the educational supplementary book industry. Before launching topic selection planning work, they should enter bookstores around schools to conduct

comprehensive research and clarify market changes. They must deeply analyze the characteristics of bestsellers, make correct and comprehensive analyses and judgments of market changes, and improve the quality of educational supplementary book topic selection planning. Secondly, editors should establish good communication with school teaching research teams and students, actively adopt effective suggestions from school teachers, identify deficiencies and advantages in current educational supplementary books, thereby formulate topic selection planning objectives for educational supplementary books, solve difficulties students encounter in the learning process, and improve the rationality, accuracy, and comprehensiveness of topic selection planning to meet the actual needs of teaching and learning.

2.6.3 Strengthening Professional Judgment During the topic selection planning process for educational supplementary books, it is necessary to clarify issues of political principles, ideological understanding, and knowledge points. Editors must possess the ability to distinguish right from wrong, avoid politically sensitive topics in educational supplementary books that could produce incorrect ideological guidance. For these reasons, editors must first improve their discriminative ability to comprehensively control the overall quality of educational supplementary books. Secondly, they must comprehensively judge the development trends of educational supplementary books, identify changes and innovations in teaching syllabi, fully leverage their professional qualities and competence, continuously expand the market for educational supplementary book publishing, enhance the market competitiveness of publishing units, and meet the demands of era development. During the editing process, editors of educational supplementary books must continuously learn advanced knowledge and improve their topic selection planning level and quality.[8] To comprehensively control the overall quality of educational supplementary books and clarify the direction and specific content of teaching reform, editors must combine the internet era background, actively apply big data technology and cloud computing technology to improve the rationality and scientificity of topic selection planning. To meet the diversified learning needs of students in the new era, editors must innovate their editing styles, improve the practicality and interest of educational supplementary books, and lay the foundation for increasing book sales.

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(Responsible Editor: Zhang Xiaojing)

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

Source: ChinaXiv – Machine translation. Verify with original.