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Exploring the Integrated Development of Themed Publishing in the 5G Era: Postprint

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Abstract

5G represents one of the most cutting-edge technologies in China's communication technology industry. The publishing industry, serving as a primary carrier of information dissemination, is closely intertwined with the communication domain. In practical operations, it is essential to fully harness the advantages of 5G's large transmission capacity and high speed to comprehensively elevate the standards of thematic publishing, address the issues that have emerged in previous thematic publishing efforts, strengthen the development of technological and institutional frameworks, better align with the developmental context of the 5G era, and enhance the competitive edge of the industry's growth.

Full Text

Exploring the Integrated Development of Thematic Publishing in the 5G Era

With China's technological capabilities advancing continuously, 5G technology has been widely adopted across industries, fundamentally transforming the media landscape. Its flexibility and efficiency have optimized daily life and work processes, driving comprehensive improvements across entire sectors. To secure its position in this evolving environment, thematic publishing must undertake corresponding reforms that leverage 5G's high capacity and speed. This integration can deliver more diversified experiences to audiences and elevate the industry's development standards.

In this new era, topic selection and content organization must pursue integrated development aligned with technological trends. Thematic publishing should simultaneously achieve social and economic benefits, creating a perfect synthesis of both. Through mutual supplementation of resources and content, publications become richer and more relevant to people's daily lives while reducing

comprehension barriers. In practice, an innovative spirit must be infused into every stage of the workflow, incorporating new content according to contemporary needs to rejuvenate thematic publishing and satisfy evolving reader demands [2].

1. Overview of Thematic Publishing

In 2003, the State Press and Publication Administration first proposed the concept of thematic publishing, which has since become an essential component of socialist culture with Chinese characteristics. Through years of development, it has established a distinctive operational system that comprehensively enhances industry advancement. Dynamic thematic publishing centers on the key work and major activities of the Party and state each year, conducting relevant publishing initiatives grounded in socialist core values. It serves the Party and nation by fully leveraging its educational and propaganda functions [1]. Possessing high political and authoritative attributes, thematic publishing encompasses cultural, economic, and other diverse components. In the new era, China's thematic publishing has experienced rapid development with continuously improving academic value and professional standards. It not only fosters sound public opinion guidance mechanisms within society but also helps establish correct values, strengthens comprehensive understanding of the Party's important policies, and highlights the industry's outstanding value.

In the information age, digital publishing represents the overarching trend in the publishing industry's transformation. To align with evolving trends in book publishing and distribution, it is essential to harness network technology advantages, continuously broaden digital product distribution channels, and comprehensively elevate thematic publishing standards. The industry must integrate new technologies into its development, establish digital departments with high professional competence, and transition from traditional to digital publishing. This breaks temporal and spatial constraints while enriching reader experiences. Currently, most thematic books are distributed through publishers' self-built marketing teams rather than agencies. This model not only responds to market changes but also boosts final sales performance. Future thematic publishing development requires an integrated mindset, enhancing marketing targeting in line with technological evolution to accelerate industry stability [3].

2. New Changes in Thematic Publishing Under the 5G Era

2.1 Integration of Topic Selection and Content Organization

Thematic publishing must adapt to changing times by shifting its development focus to improve overall standards. As a core component of the publishing industry that receives high priority from the Party and state, thematic publishing traditionally conducted topic selection and content organization as independent processes, with print publication preceding digital release. In the 5G era, however, these functions must pursue integrated development aligned with technological trends. Thematic publishing outcomes should achieve both social and

economic benefits, creating a perfect synthesis. Through mutual supplementation of resources and content, publications become more substantial and relevant to daily life while reducing comprehension barriers. In practice, an innovative spirit must permeate every stage of the workflow, incorporating new content according to contemporary needs to rejuvenate thematic publishing and satisfy reader demands [2].

In the information context, digital publishing represents the major trend in the publishing industry's digital transformation. To adapt to evolving trends in book publishing and distribution, it is crucial to leverage network technology advantages, continuously expand distribution channels for digital products, and comprehensively enhance thematic publishing standards. The industry must integrate new technologies into its development, establish highly competent and professional digital departments, and transition from traditional to digital publishing, breaking the constraints of time and space to enrich reader experiences. Currently, most thematic books are distributed through publishers' self-built marketing teams rather than agencies. This model not only responds to market changes but also boosts final sales. Future thematic publishing development requires an integrated mindset, improving marketing targeting in line with technological evolution to accelerate industry stability [3].

3. Opportunities for Thematic Publishing in the 5G Era

3.1 Richness of Development Forms

The rapid rise of new media in the 5G era has profoundly impacted traditional media. Mature 5G technology, characterized by large capacity and fast transmission, can significantly accelerate dissemination speed, expand coverage, and inject new vitality into thematic publishing. In practice, it is necessary to fully utilize new media resources according to technological trends, achieve mutual integration of content, information, and platforms, and effectively elevate publishing industry standards. In the new era, digital publishing output value has repeatedly reached new highs, and the transformation and upgrading of thematic publishing has become an inevitable direction of development [4]. Future digital publishing products such as videos and VR will flourish. Thematic publishing must adapt to the trends of the big data and information age, making targeted adjustments based on user habits and requirements to satisfy readers with both content and form.

Taking the popular theoretical reader *New China Development Face-to-Face* as an example, published by People's Publishing House as the latest installment in the "Theoretical Hotspots Face-to-Face" series, the book continues the series' tradition of adapting to new-era reading characteristics by producing accompanying animated micro-videos. This approach increases information volume while enhancing dissemination power. The micro-video uses a visit to the "New China Development Exhibition Hall" as a narrative thread, employing VR technology to lead readers through seven decades of China's great achievements

across various fields. This online-plus-offline, text-plus-image thematic publishing model, born from active innovation leveraging 5G technology characteristics, vividly demonstrates the unique ingenuity of theoretical learning in the new era. It breaks through traditional reading formats, making them more accessible to the public, meeting popular needs, and promoting industry development and progress.

3.2 Broadening of Industry Boundaries

Traditional thematic publishing faced limitations in information transmission, such as unclear video quality and slow transmission speeds. Therefore, it is essential to integrate new technologies into thematic publishing to resolve these technical issues, achieve combination of virtual and reality, and steer thematic publishing toward new directions. In thematic publishing, real-time interaction with readers can narrow the distance between publishers and audiences, obtain reader needs, and improve the targeting of subsequent information dissemination, finding new viable paths for the publishing industry. Publishing work must change traditional marketing communication methods, 立足 fundamental content, implement Party guidelines, and infuse the people-serving philosophy into every stage of the workflow, continuously expanding technological dimensions.

In the new era, the number of domestic digital resource platforms is continuously growing, and relevant research departments have explored new publishing service models, forming digital management systems. Based on abundant high-quality content resources such as Party-building books and journals, they have built mobile terminal platforms and integrated artificial intelligence technology to complete relevant data analysis, forming more humanized learning evaluation and interactive platforms that improve Party-building learning systems. Users can read and learn anytime through mobile clients or other platforms, obtain their learning history, and receive more precise digital resources from the platform. Some software can also complete quantitative assessment of digital learning behaviors, improving subsequent service effectiveness.

4. Development Strategies for Thematic Publishing in the 5G Era

4.1 Integrating New Technologies and Innovating Product Forms

To improve thematic publishing standards in the 5G era, it is necessary to integrate new technologies and innovate product forms, laying a solid foundation for subsequent scientific implementation. First, during transformation, new technologies should be used to overcome traditional thematic publishing limitations, making publishing activities more dynamic. Thematic publishing units must innovate during integration while ensuring content withstands the test of time and maintains high aspirations, enriching content to create new thematic publications that drive diversification. Sichuan People's Publishing House has pro-

duced numerous representative integrated publishing products in recent years, such as *Gold Medal Commentary* and *Yandao Street No. 3 Academy*, which combine books and film, deeply expanding book content through documentary films and continuously innovating information dissemination models based on book content.

Second, from the audience perspective, authentic stories should be told. Film and television works and books represent new forms of content dissemination. In practice, hierarchical and step-by-step division is required, determining the thematic message to be conveyed before flexibly applying new technologies to improve the overall creative model. Meanwhile, new technological means such as VR can be integrated to fully engage people' s auditory and visual senses, meeting reading needs and providing better reading experiences. People' s Literature Publishing House has innovatively produced multiple integrated publishing works in recent years, some derived from popular variety shows and subsequently integrated with VR technology. When accessing information, users can first download an App and then scan codes with their phones to watch related video content, satisfying their video needs. Using this model, People' s Literature Publishing House has also published content products such as *First Lesson of School* and *Classic Chanting*, making information transmission more vivid.

Third, in practice, it is also necessary to utilize new media platforms to achieve online-offline interaction and communication, enabling online communication among different stakeholders. Subsequently, new media convergence platforms should be built using big data and cloud computing technologies to provide Party members with more diverse learning and management services. Finally, in the new era, the number of domestic digital resource platforms is continuously increasing, and relevant research departments have explored new publishing service models, forming digital management systems. Based on abundant Party-building books, journals, and other high-quality content resources, they have built mobile terminal platforms, integrated artificial intelligence technology to complete data analysis, and formed more humanized learning evaluation and interactive platforms that improve Party-building learning systems. Users can read and learn anytime through mobile clients or other platforms while obtaining their learning history, with the platform providing more precise digital resources. Some software can also complete quantitative assessment of digital learning behaviors, improving subsequent service effectiveness.

4.2 Leveraging Unique Advantages

To enhance thematic publishing development, relevant departments must fully leverage their inherent advantages, pursue more convenient product routes, and quickly guide reading platforms to serve user needs. In the new era wave, with the rise of various platforms, people' s reading ranges have broadened, and reading methods have become diverse. Supported by diverse technologies in the 5G era, thematic publishing has adjusted relevant content according to user characteristics, breaking through traditional display forms and significantly

improving reader engagement.

China's reading platform development has been driven first by e-commerce, such as JD.com's digital reading platform, which possesses strong online marketing channels and close cooperation with most content suppliers, resulting in very rich and diverse platform content. Second is internet platform-driven models, such as WeChat Reading and QQ Reading, which divert traffic through their large and highly sticky user groups, possessing strong social attributes and dissemination power. Finally, there are hardware or operator-driven models, such as China Mobile's Migu Reading, which primarily relies on complete software facilities for development [5]. In the new era, most thematic publications have been integrated into reading platforms. For instance, Central Party Literature Press and People's Publishing House have established new learning platforms in the new era, creating special reading columns focusing on important books of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, providing diverse reading and download services for readers and users. Relevant media companies have also signed media convergence cooperation agreements to conduct in-depth cooperation and exchanges, fully leveraging resource advantages through strong collaborations to improve overall development levels. Subsequently, it is necessary to use artificial intelligence and big data technologies to construct new industry development dynamics, transform overall technological models, continuously broaden user groups and communication channels, achieve in-depth cooperation among digital reading platforms, and establish new industry development momentum. Continuously expanding overall breadth and depth will promote integrated publishing development and comprehensively elevate the publishing industry's current development standards.

4.3 Strengthening Innovation

For thematic publishing to achieve vigorous development in the new era, innovative factors must be integrated into different stages of the workflow, optimizing overall work models to lay a solid foundation for subsequent work. Thematic publishing requires not only complete technical support but also optimized integration of capital and channels. For example, Xi'an National Digital Publishing Base is a national-level digital publishing base in Xi'an, supported by high-tech technology, centered on digital content, and using industrial demonstration as a means to integrate publishing and online publishing.

The state attaches great importance to the publishing industry. In practice, it is necessary to firmly grasp opportunities presented by the times, seize industry breakthrough opportunities through innovative factors, achieve project upgrading and adjustment, focus on thematic publishing, and improve final economic benefits. Only in this way can publishing enterprises elevate their current development levels. In practice, relevant departments must also actively improve talent structures, integrate innovative elements, strengthen talent cultivation, and enable relevant personnel to become professionals who understand digital

technology and possess high political literacy to meet the current development needs of the publishing industry. Publishing units should strengthen talent cultivation, using project operations as an opportunity to optimize publishing personnel structure and composition, establish high-quality and efficient talent management mechanisms and education and training systems, comprehensively improve publishing personnel comprehensive qualities while emphasizing internal enterprise collaboration and symbiosis.

In the 5G era, for the publishing industry to flourish, it is necessary to propose effective reform plans that align with the times, explore new innovation paths, leverage 5G technology advantages, integrate technology with thematic publishing, improve overall development structures through project transformation, continuously enhance industry influence, and satisfy people's information acquisition needs.

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