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Transformation and Innovation Strategies for Editing and Publishing in the Digital Era of Media Convergence (Postprint)

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Abstract

At present, the accelerating development of Internet technology has drawn considerable attention to the growth of China's new media industry, which has demonstrated a relatively stable developmental trajectory. Modern editorial and publishing practices within the context of the digital era of converged media are confronted with a new developmental environment, rendering the transformation of development strategies and the pursuit of more scientific industry innovation a significant research imperative. This study examines these issues, analyzing transformation and work innovation strategies for the editorial publishing industry in subsequent phases, summarizing relevant professional experience, and offering rational development recommendations for practitioners in the field.

Full Text

Preamble

Title: Research on Transformation and Innovation Strategies for Editing and Publishing in the Digital Media Convergence Era

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Abstract: As internet technology continues to develop at an accelerating pace, China's new media industry has attracted widespread public attention, exhibiting a relatively stable developmental state. Modern editing and publishing, against the backdrop of the digital media convergence era, confronts a new developmental environment. Changing its own development strategies and undertaking more scientific industry innovation has become an important research topic. This paper conducts research on the aforementioned content, analyzing

transformation and work innovation strategies for the editing and publishing industry in its future stages, summarizing relevant work experience, and providing reasonable development suggestions for professionals in the same field.

Keywords: digital era; editing and publishing; limitations; diversification; resource integration

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Against the backdrop of the rapid development of the internet era, the editing and publishing industry is also demonstrating a trend toward networking. The emergence of new media has, to a certain extent, accelerated the pace of transformation and development in editing and publishing during this new period. However, regardless of how the times change, the fundamental purpose of editing and publishing remains unchanged: it must adhere to the core mission of disseminating scientific and cultural knowledge. Therefore, as the editing and publishing industry develops in future stages, it must maintain focus on its core mission, preserve its intrinsic value while adapting to the characteristics of the times, formulate more effective publication production models, create new processes aligned with contemporary editing and publishing, and better demonstrate the actual value of the editing and publishing industry in the current stage.

1. Limitations of Traditional Editing and Publishing

1.1 Industry Comprehensive Capability Limitations

Impacted by the new media digital era, the editing and publishing industry has embarked on an active technological revolution, with various emerging technologies appearing in different fields and demonstrating high practicality, leading to deepening popularization. Analysis of the current developmental stage reveals that the widespread application of emerging technologies places higher demands on professionals' technical expertise and personal qualities, which are essential for better integrating relevant resources in the workplace. However, some current editing and publishing practitioners lack sufficient adaptive capacity, demonstrate poor performance in personal qualities and professional competencies, and have yet to fully master the application of various emerging technologies, rendering them unable to keep pace with the times. In today's continuously evolving digital era, only by ensuring higher comprehensive qualities can practitioners effectively guarantee the healthy development of the editing and publishing industry and enable it to align with the trends of the times.[1]

In the field of traditional Chinese medicine (TCM) journal editing, these comprehensive capability limitations are particularly prominent. Due to the unique characteristics of TCM, its readership is especially concerned with publication content. However, because some publishers lack adequate comprehensive capabilities, their publication distribution service quality and speed lag behind those of digital publications, resulting in continuously decreasing readership, diminishing competitiveness in the publication market, and affecting the normal development of publishing houses in future stages.

1.2 Industry Workflow Limitations

For most professionals engaged in traditional editing and publishing, the editorial process typically involves multiple intermediate stages: editorial planning, writing, manuscript organization, peer review, proofreading, layout, printing, and distribution. However, in the digital era, an increasing number of these intermediate processes can be eliminated, demonstrating that certain traditional workflows can be streamlined. Within the overall editing and publishing process, some repetitive publishing segments suffer from low efficiency, adversely affecting normal publication workflows.[2]

Simultaneously, traditional editing and publishing places extreme emphasis on publication quality but falls short in subsequent service processes, causing readers to gradually lose interest in publications. In the new media digital era, the majority of readers are more accustomed to browsing content through intelligent terminal devices. Consequently, publishing houses must ensure their publications possess contemporary characteristics to guarantee market acceptance. TCM journal publishers, constrained by traditional operational processes, experience severely negative impacts on their capital turnover cycles and publication timelines. This inertia, formed through long-term traditional production modes, conflicts significantly with today's digital development, causing delays in publishers' product production.[3] In the media convergence digital era with highly developed communication technologies, time value becomes particularly critical. Once publishers lose their temporal advantages, all subsequent production processes become constrained, thereby affecting their normal development.

2. Advantages of Digital Editing and Publishing

2.1 Diversified Publishing Channels

In the new media digital era, the editing and publishing industry has undergone new changes in both distribution methods and publication formats, with its product content exhibiting diversified characteristics. Analysis of new digital publishing forms reveals that digital products encompass not only data products, digital news, and digital music but also online novels, digital games, terminal images, and video content. The existence of these elements not only provides more development channels for digital publishing but also enables diversified editing and publishing products to become more accessible to the public, short-

ening the distance between the industry and the masses. The professional fields that editing and publishing can involve continue to expand, thereby increasing the number of channels through which people can access scientific knowledge.[4]

The digital era has brought diversified development characteristics to journals while also sparking a new peak in competition among publishing houses. As publishing houses' development channels diversify, the professional competencies and comprehensive qualities of editing and publishing practitioners have significantly improved, enabling them to effectively meet customer service requirements. This plays an important role in promoting the future development of journals, allowing them to gather more customers in the market and thereby expand their future development space.

2.2 Continuously Improving Digital Editing and Publishing Efficiency

As the editing and publishing industry has undergone numerous changes with the continuous development of the digital era and various new media forms continue to emerge, the number of platforms capable of providing digital editing and publishing services has increased. This transformation has led to increasingly efficient dissemination of publication content. In contemporary editing fields, both the research and application of information technology have substantially improved, demonstrating to some extent the work value of editing and publishing professionals. For publication audiences, with the continuous development of intelligent terminals and network information technology, people have access to an increasing number of channels for obtaining information and materials. They can also use mobile terminal devices to effectively organize their fragmented time, enhancing reading quality and thereby substantially improving the reading quality of the entire population.[5]

As the work capabilities of editing and publishing practitioners continuously improve, journals' industry competitiveness also rises. In competition with peers, they can more quickly grasp market development trends and accurately identify current market directions, creating more considerable economic benefits for their own development. On this basis, journals' publication rates will substantially increase, their share in both the cultural domain and publication market will grow, and their development speed will continuously accelerate.

2.3 Reduced Investment Costs for Editing and Publishing

For the editing and publishing industry in the new media digital era, numerous cumbersome traditional processes such as plate making, typesetting, and printing can be appropriately eliminated, saving substantial time and capital costs for publication distribution. The publishing industry can thereby obtain greater economic benefits, with more abundant capital available for emerging technologies. Editorial staff can devote more energy to learning and mastering new technologies, better serving the journal production process and creating considerable economic and social benefits.[6]

Simultaneously, as publication time is significantly reduced, publication cycles continuously shorten, enabling people to access relevant content earlier. This also lays a solid foundation for the rapid dissemination of culture and plays an important role in promoting knowledge popularization.

3. Transformation and Innovation Paths for Digital Editing and Publishing in the Media Convergence Era

3.1 Enhancing Comprehensive Capabilities

In the context of the media convergence era, the application of various emerging technologies requires effective resource integration. Simultaneously, during the transformation and development period, it is necessary to ensure that practitioners' comprehensive capabilities can meet the needs of the times, continuously improve professionals' basic qualities, build higher-quality industry service systems, enhance practitioners' professional competencies, and safeguard the development of the editing and publishing industry. Providing in-service personnel with more avenues for learning advanced technologies and professional knowledge ensures that staff can obtain sufficient space and time to learn and master new technologies. This approach not only effectively improves the comprehensive capabilities of editing and publishing practitioners but also substantially enhances their individual capabilities, enabling them to better perform their duties and contribute to the sustainable development of the editing and publishing industry.[7]

For TCM journals, their published periodicals primarily focus on medical content, with various medical viewpoints and research conclusions in articles possessing certain guiding significance and positively promoting healthy living among the general populace. When facing new-era publication conditions, the market competition environment becomes increasingly intense, and people demand higher levels of information timeliness and material authenticity. At this time, journals must continuously strengthen their market competitiveness, reinforce their core competitive advantages, and ensure their service functions can effectively meet customer needs, thereby serving both their publication audiences and society at large.

3.2 Actively Learning Emerging Technologies

The rational application of emerging technologies can effectively drive transformative industry development. Under such circumstances, professional technical personnel in the editing and publishing industry must ensure their work capabilities and quality meet the industry's actual development requirements. Simultaneously, publishing enterprises can promptly recruit more professional talents to guarantee their competitiveness in specialized fields and ensure their publishing services effectively align with broad audience demands. During this period, it is also necessary to organize professionals to study newly developed theories and technologies, providing effective guarantees for publication quality.

Only by maintaining this healthy operational state can the industry stand firm amidst the waves of temporal development and ensure its favorable development status under the impact of peer competitors.[8]

Against the backdrop of the media convergence era, publishers must achieve deeper understanding of digital editing methods derived from the digital era. Since digital publishing forms impose numerous technical requirements—such as stricter demands in computing technology, network technology, communication technology, and various other aspects—facing these developmental requirements, publishing professionals need continuous self-improvement, active learning of emerging technologies, and sustained enhancement of their core competitiveness. Once publishing professionals can proficiently master various emerging technologies and apply them rationally in their work processes, they can substantially improve publishing efficiency, achieve innovation, create more high-quality publications, and provide readers with more valuable modern reading materials.

3.3 Industry Diversification and Innovation Development

For modern publishing and editing professionals, facing the transformations brought by media convergence development requires not only enhancing their mastery of relevant technologies but also possessing the ability to search for and innovate publishing topics, achieving effective breakthroughs from traditional single-content publishing to ensure publication quality across different media product types and further satisfy reader demands. Under the premise of maintaining innovative thinking, the publishing industry can promote its development in a healthier state during normal operations. During this period, the publishing industry can establish specialized digital technology processing departments to handle digital product publishing. Subsequently, they can also understand the actual development conditions of market users, ensuring that various reform measures align with market demand changes to achieve the goal of expanding the electronic reading product market. When promoting electronic reading products, big data technology can be utilized to investigate and calculate readers' reading habits, thereby enabling precise push notifications for electronic publications. This operational approach can substantially increase existing customer loyalty.[9]

Diversification finds extensive application across various domains in contemporary times. As science and technology continuously upgrade and progress, the data and information resources people master also continuously increase. How to ensure the continuation of development space in this information explosion era has become one of the important issues that contemporary journal professionals must consider. For TCM journals, their diversified development requires not only keeping pace with industry competitors but also ensuring their own correct direction. During market competition, they must ensure their existing market is not eroded while simultaneously capturing larger market space, thereby laying a solid foundation for subsequent development.

3.4 Effective Resource Integration

For the traditional model of editing and publishing, practitioners must undertake extremely heavy work tasks while maintaining long-term effective communication and exchange with multiple authors. This work situation and characteristic can provide editorial staff with very extensive information resources and personal networks, positively promoting subsequent product distribution and marketing for publishing houses. In the media convergence era, editorial staff must ensure effective utilization of their own advantages and cooperate effectively with other departments. Only then can the publishing house's various resources obtain fuller play and produce more noticeable work effects. In the process of continuously developing information technology, editorial staff must effectively utilize this advanced means to excavate more effective information in their work, thereby achieving integration of existing resources and ensuring resource sharing and collaborative cooperation among various departments and production links of the publishing house. This can lay a higher-quality foundation for the sustainable development of publishing houses in future stages.[10]

“Resource integration” constitutes one of the important terms derived under the new-era backdrop. It primarily refers to a dynamic process of identifying and selecting, activating and merging, absorbing and configuring resources of different levels, sources, structures, and contents, making the integrated resource whole more flexible, valuable, systematic, and orderly, thereby creating new resources. For journals, resource integration serves as an auxiliary means for formulating development strategies, providing reliable data for business management while helping enterprises optimize existing resources and obtain optimal resource allocation. It is a powerful means for enterprises to enhance their core competitiveness.

Conclusion

In summary, the development of emerging technologies will inevitably impact traditional industries. Therefore, to ensure its normal development in the new-era environment, the editing and publishing industry must undertake model innovation and developmental transformation, adopt a more proactive mindset to embrace new changes brought by the new period, find the intersection between development and innovation, and achieve favorable development of the publishing industry in the digital era. During this period, publishing houses must also actively seek new development directions, continuously update existing specialized technologies, achieve upgrading and progress in publishing services, and thereby drive the healthy development of the publishing industry.

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

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