

Strategies for Enhancing the Convergence Awareness of Book Editors in the Converged Media Publishing Era: Postprint

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Abstract

The advent of the integrated media publishing era has transformed the landscape of book publishing, necessitating that traditional book editors elevate their professional competencies and integrated editing consciousness. This article expounds on the imperative for book editors to enhance their integrated consciousness in the new era, delineates the challenges confronting such enhancement from three perspectives, analyzes the objectives underlying the development of editors' integrated consciousness, and proposes corresponding targeted strategies.

Full Text

Strategies for Enhancing Book Editors' Integration Consciousness in the Era of Converged Media Publishing

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Abstract: The advent of the converged media publishing era has transformed the book publishing landscape, demanding that traditional book editors enhance both their professional competencies and integration consciousness. This article elaborates on the necessity for book editors to elevate their integration consciousness in the new era, examines three major challenges they face in this endeavor, analyzes the objectives of such enhancement, and proposes targeted strategies accordingly.

Keywords: converged media era; book editors; integration consciousness; enhancement objectives; enhancement strategies

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1. The Necessity of Enhancing Book Editors' Integration Consciousness in the Converged Media Publishing Era

The converged media publishing era has fundamentally altered the environment in which book editors operate, making the enhancement of integration consciousness essential for fulfilling their responsibility to guide reader psychology and mitigate negative influences. This necessity manifests in three key dimensions.

1.1 The Need for a Healthy Ecosystem in the Book Market

The rapid development of converged media, particularly the pervasive influence of the internet throughout all stages of book publishing, has introduced numerous challenges that demand stronger integration consciousness from editors. Currently, China's book market faces three critical issues. First, some publications disseminate false or inaccurate information, as certain publishers and editors lack sufficient accountability during the editing and review process, thereby harming readers' interests. Second, severe homogenization plagues the market, with numerous books sharing similar content and themes but varying widely in quality. Enhancing editors' integration consciousness can effectively reduce such redundancy. Third, the market suffers from imbalanced quality structures; while information spreads rapidly in the converged media era, most book selections and content remain traditional, with insufficient high-quality innovative works meeting contemporary societal needs. These problems reflect editorial responsibility gaps that can only be addressed through elevated integration consciousness.

1.2 The Need to Serve a Massive User Base

China's vast population creates an enormous user base for the book market, requiring editors to strengthen their integration consciousness and sense of responsibility. As of March 2020, China had 904 million internet users, representing a 64.5% penetration rate, with 897 million mobile internet users accounting for 99.3% of total internet access. This massive readership demands guidance through compelling Chinese stories, excellent cultural works, and high-quality publications. Consequently, book editors must cultivate integration conscious-

ness centered on telling China's stories effectively, inheriting outstanding cultural traditions, providing accurate information, and publishing superior books.

1.3 The Need to Guide Audience Psychology

The internet era imposes new requirements on book editors to actively guide reader psychology. Online media and digital books often contain repetitive, outdated, and redundant information that wastes readers' time without delivering commensurate value. Moreover, incorrect values permeating these materials can negatively impact youth. Editors must therefore develop integration consciousness that balances individual responsibility with mainstream social values, strengthening book review processes to correctly guide readers' psychology and value formation.

2. Challenges in Enhancing Book Editors' Integration Consciousness

Despite recognized necessities, book editors face significant challenges in adapting their integration consciousness to the converged media landscape, stemming from fundamental shifts in their professional identity, work methods, and organizational structures.

2.1 Changing Editorial Identity and Strengthening Object Consciousness

In the print book era, editors occupied the absolute center of publishing, connecting authors, readers, and publishers while leveraging information asymmetries to maintain dominant discourse power and decision-making authority over publication content. However, converged media has dismantled these advantages through rapid, multi-channel information dissemination. Increased transparency in editorial work, coupled with a growing number of publishers, has amplified the voices of authors and readers. Publishing houses have also strengthened review processes and standardized approval procedures, reducing individual editors' decision-making power. Consequently, editors' identities have transformed, with subject consciousness diminishing and object consciousness increasing, making reader needs the central focus of publication decisions.

2.2 Changing Work Methods and Required Consciousness Enhancement

The converged media era has fundamentally altered editorial workflows, making reader preference alignment the primary objective. Traditional editing focused on proofreading and typesetting, emphasizing error correction and readability with relatively lower demands on content quality. In today's buyer's market, however, only books that resonate with readers achieve sales success. This

shift requires editors to conduct market research before selecting topics, identify target readerships, and investigate their reading habits and preferences. While respecting facts, editors must grasp reader psychology and adjust book structure and content to match audience expectations rather than relying on subjective judgment. This represents a significant challenge for traditionally trained editors whose integration consciousness remains predominantly subjective.

2.3 Changing Organizational Structures and Required Consciousness Restructuring

Converged media has triggered major transformations in traditional publishing house structures, with decentralization of editorial work becoming a notable trend. The conventional solo commissioning and reviewing model has shifted toward multi-participant collaboration, with editors transitioning from single to multiple responsibilities and experiencing diminished discourse power. In this new environment, editors must participate throughout the entire publishing process without uniform standards. As publication procedures multiply and content quality requirements intensify, editors face stricter reviews, demanding enhanced professional competence and fundamental restructuring of traditional integration consciousness frameworks. How to elevate professional capabilities and adjust consciousness structures constitutes a universal challenge for all book editors.

3. Objectives for Enhancing Book Editors' Integration Consciousness

To address these challenges, book editors must pursue four key objectives that redefine their integration consciousness for the converged media era.

3.1 Telling China' s Stories in the New Era

Books serve as a vital medium for expressing contemporary Chinese spirit, wisdom, and development pathways, bearing the responsibility to tell China' s stories effectively. This objective involves three steps. First, editors must deeply comprehend the essence of Chinese stories, which encompass ancient, modern, and contemporary narratives, with new-era stories focusing primarily on achievements in material, political, spiritual, social, and ecological civilization within China' s territory. Second, editors must enhance topic selection and planning capabilities by identifying themes that meet contemporary, public, and life needs, then determining appropriate content, dissemination formats, and marketing strategies. Third, editors must improve their compilation skills through rigorous training in four fundamental areas: broadening horizons, strengthening logic, conducting thorough research, and refining language proficiency.

3.2 Building Cultural Soft Power

As crucial participants in building China's cultural soft power, book editors play a central role in editing cultural publications. Fulfilling this responsibility requires two key competencies. First, editors must profoundly understand the true meaning and function of culture to improve their capacity for promoting excellent Chinese culture. This involves preserving the essence of traditional, revolutionary, and advanced socialist cultures—the pinnacles of Chinese civilization—while innovatively adapting them to contemporary characteristics to maintain cultural relevance. Second, editors must establish cultural philosophies and leverage culture's capacity to attract attention, creating virtuous cycles where culture integrates with economy, industry, tourism, education, and other sectors to form new cultural industries.

3.3 Strictly Controlling Information Gatekeeping

Effective information gatekeeping requires editors to ensure political correctness, content authenticity, information security, and textual precision. First, editors must uphold political standards, as publishing houses constitute political entities in socialist China and must maintain correct political orientation while disseminating scientifically sound values and worldviews. Second, editors must guarantee content authenticity, recognizing that false information in books reaching vast readerships can cause significant harm and even social instability, necessitating careful content verification. Third, editors must safeguard information security, as most editing and reviewing now occurs online, requiring robust protection for both transmission channels and content. Fourth, editors must ensure textual precision, grammatical correctness, logical coherence, and credible expression.

3.4 Promoting Noble Spiritual and Cultural Works

As both information disseminators and marketers of spiritual and cultural products, book editors bear responsibility for providing positive, uplifting works. This involves promoting three categories of noble cultural products. First, editors should champion works that spread positive energy and guide correct values, fulfilling their social responsibility to promote truth, goodness, and beauty through publications featuring heroic models, advanced examples, and noble spirits. Second, editors must provide works balancing public welfare and commercial attributes, meeting readers' multi-level spiritual needs while ensuring publishers' economic viability. Third, editors must cultivate internet consciousness to better understand unique online reading habits and deliver excellent digital publications suited to network readers.

4. Strategies for Enhancing Book Editors' Integration Consciousness

To achieve these objectives, editors must implement three strategic approaches that fundamentally reorient their professional practice.

4.1 Strengthening Object Consciousness

Editorial integration consciousness comprises both subjective and object consciousness. While traditional editors emphasized subjective consciousness, the converged media era demands enhanced object consciousness to better serve readers. This requires three transformations. First, editors must break free from subjective consciousness circles and shift their mindset to prioritize serving readers as the core work focus. Only through ideological transformation can object consciousness gain prominence in practice. Second, editors must change work methods by adopting reader perspectives throughout the editing process, thinking from audience viewpoints, summarizing experiences, improving efficiency, and meeting reader needs. Third, editors must ensure quality while guiding audience psychology, recognizing that merely catering to preferences is insufficient. Editors bear responsibility to guarantee quality standards and actively guide audience psychology, combining enhanced object consciousness with subjective awareness for optimal integration.

4.2 Aligning Integration Consciousness with Work Methods

The transformation of editorial work methods in the converged media era demands corresponding enhancements in professional competence and integration consciousness. This encompasses several capability improvements. First, editors must develop high-quality topic selection and editing skills by investigating real-life reader needs and choosing urgently needed themes from perspectives of work and life relevance. Second, editors must adopt internet thinking to communicate with readers, as deep engagement with target audiences has become crucial for successful publication. Contemporary big data analytics enables precise identification of target groups, targeted information delivery, and real-time feedback collection. Adapting work methods to technological developments while centering on reader needs simultaneously enhances editors' integration consciousness.

4.3 Improving Professional Competence and Restructuring Integration Consciousness

Ultimately, restructuring integration consciousness and improving work capabilities depend on cultivating editorial talent. Changes in publishing house organization and book dissemination formats reflect concentrated manifestations of technological and information development in the publishing industry. In the converged media environment, editors must enhance their capabilities by learning and applying multimedia technologies and participating in multiple aspects of the publishing process. For instance, multiple editors may collaboratively

review and process content, while individual editors engage in all stages of publication, performing different tasks at different phases. Beyond traditional topic selection and editing, editors now handle decisions regarding content, carriers, formats, linguistic styles, and user interaction—all aimed at producing excellent books. This diversified engagement enhances professional competence and fundamentally transforms the structure of editorial integration consciousness.

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

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