

## Post-print: Strategies for Enhancing Professional Competencies of Publishing Editors in the Internet Age

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### Abstract

The development of the Internet has profoundly transformed people's lives, exerting certain impacts on the traditional publishing industry as well. To adapt to the evolving era, publishing editors must continuously enhance their professional competencies. Throughout their work process, they need to conduct in-depth analyses of development trends in the book publishing industry during the Internet age, identify deficiencies in their own work, explore methods for improving professional capabilities, and make appropriate adjustments. By doing so, they can keep pace with the times, thereby enhancing the market competitiveness of publications, satisfying reader demands, improving the quality of published books, and increasing work effectiveness.

### Full Text

## Strategies for Enhancing Professional Competence of Publishing Editors in the Internet Era

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**Abstract:** The development of the Internet has brought tremendous changes to people's lives and has also impacted the traditional publishing industry. To adapt to the times, publishing editors must continuously enhance their professional competence. In their work, editors need to thoroughly analyze development trends in the book publishing industry during the Internet era, identify deficiencies in their own work, explore methods for improving professional competence, and make appropriate adjustments. By keeping pace with the times,

editors can enhance the market competitiveness of publications, meet reader demands, improve the quality of published books, and increase work effectiveness.

**Keywords:** Internet era; publishing editor; professional competence; talent cultivation; innovative thinking

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Reading has long been an important pathway for people to improve self-cultivation. Therefore, publishing houses must maintain a sense of cultural responsibility to ensure the quality of published books. During the publishing process, editors need to possess a spirit of continuous learning to enhance their professional competence, thereby safeguarding the value of published books so they can both meet readers' emotional needs and provide meaningful 收获. Consequently, the professional competence of publishing editors is crucial. In the information age, people can access reading through multiple channels, which has impacted the traditional book publishing industry. However, when reading through electronic media, it is difficult to ensure the cultural value and ideological depth of content. Thus, in this new context, publishing editors can strengthen their knowledge reserves and innovative consciousness, use information technology to collect market data, analyze actual reader needs, develop distinctive features, and improve publication quality to meet reader demands from multiple perspectives.

## 2. Significance of Enhancing Professional Competence for Publishing Editors in the Internet Era

In the Internet era, publishing editors must enhance their professional competence to gradually grow into versatile talent with strong professional, operational, and learning capabilities [2]. Only in this way can they keep pace with the times, quickly identify valuable information, select topics that will be welcomed by readers, and determine appropriate publication formats based on actual conditions. The significance of enhancing professional competence includes: (1) Improving publication quality. To enhance book quality, editors must strengthen their understanding of core competencies, improve diverse text processing capabilities, and understand user needs [3]. This requires editors to have strong professional competence to quickly identify valuable information and, through their knowledge reserves, revise manuscripts to improve publication quality. (2) Enhancing publication attractiveness. Editors need to make publications more appealing to readers, and improved professional competence

enables them to better conduct topic selection, manuscript revision, and promotion to attract more readers. (3) Increasing reader satisfaction. Publishing products must satisfy readers to enhance market competitiveness. To better meet reader needs, editors must deeply explore reader preferences and conduct publishing work accordingly.

## 1. Current Situation of Traditional Publishing Editors

Fundamentally, editors must possess the ability to excavate, optimize, and disseminate the value of information content. Today's higher quality requirements for books demand that publishing editors keep pace with development, enhance their professional competence, timely discover valuable information, and complete content dissemination and operation to improve market competitiveness. However, some publishing editors still face problems in practical work: (1) Lack of innovative consciousness. Some editors continue using traditional work models, showing insufficient innovation in content, publication formats, and promotional methods, resulting in published products that cannot meet market demands. (2) Insufficient reader consciousness. With more platforms for readers to choose books, editors must examine their work from the readers' perspective. Many editors fail to think from the readers' viewpoint, neglecting individual reader needs during topic selection and design, preventing their books from gaining popularity. (3) Poor information literacy. Information literacy has become a necessary capability for editors, yet many lack it and cannot timely follow various online information, preventing them from quickly obtaining the latest information or expanding their work 思路 through the Internet, leading to inability to publish products that align with the times. (4) Inadequate promotion efforts. Many editors still use traditional promotional methods. In the information age, where people rely more on electronic media for information, failing to strengthen book promotion with Internet assistance makes it difficult for readers to discover new books. (5) Weak topic selection ability. The rationality of topic selection significantly affects reader acceptance of publications [1]. Some editors have weak topic selection skills, making it difficult to align publications with reader preferences and needs, thereby affecting market competitiveness.

## 3. Strategies for Enhancing Professional Competence of Publishing Editors in the Internet Era

### 3.1 Enhancing Information Mining Capability

Whether a published book can gain readers' love and recognition depends on the editor's information mining capability. Only when editors possess insight into content value can they improve work effectiveness. Therefore, in the Internet era, editors must focus on enhancing their ability to mine effective information. Editors should conduct information mining in the following aspects: (1) Excavating valuable information. Competent editors can discover meaningful things in

life and work, identify topics worthy of in-depth research, and select manuscript content that aligns with the spirit of the times, thereby improving book quality through appropriate processing. (2) Identifying future hot topics. Editors must possess predictive capability to grasp the time difference in information application scenarios. By making accurate predictions and deeply understanding the matching relationship between time and information, editors can ensure that when readers need them, published books are available with content that coincides with contemporary hot topics, truly achieving synchronization with era development. Therefore, in seeking information value, editors must not only discover hot social topics but also possess editing and planning capabilities that truly keep pace with the times. (3) Discovering reader needs and preferences. Editors must deeply understand readers' reading needs and preferences to determine the main content scope, type characteristics, and thematic ideas of books. Thus, editors must excavate more reader-related information to better grasp their psychological needs and ensure published content occupies a favorable position in the book market. In the Internet era, editors can use social media platforms like Weibo and WeChat to excavate the latest real-time information, employ big data technology to collect reader reading habits and psychological needs, classify collected information according to actual conditions, and analyze reader preferences. This enables editors to better think from the readers' perspective, select publishing content for different reader groups, and provide personalized services with the assistance of information technology.

### 3.2 Enhancing Appreciation Capability

The creative process is free—authors can express life insights and research situations through text. However, publishing editors must consider multiple aspects, deeply analyze publication requirements, reader needs, and market conditions, rationally interpret works, and help authors improve manuscript quality. During research and analysis, editors must evaluate industry characteristics, competitive environments, and profitability to determine publication feasibility [4]. Therefore, editors must possess excellent appreciation capability: (1) Enhancing content appreciation. When selecting book content, editors must excavate ideological value. Books are carriers for promoting advanced culture, so editors must adhere to correct publication direction, grasp correct guiding ideology in all stages including topic and content selection, and ensure published books have value in serving society and enlightening thought. (2) Enhancing thematic appreciation. When appreciating works, editors must grasp reader needs. Throughout the editing process, editors must remain reader-centered, adjust editing direction according to actual conditions, improve topic selection and planning capabilities, and meet personalized reader needs [5]. During content screening, editors must evaluate manuscripts based on their own moral concepts and readers' aesthetic viewpoints, selecting works that align with reader values while possessing both aesthetic and nutritional value to enhance reader satisfaction. (3) Enhancing detail appreciation. Book cover, illustration, and layout design also significantly affect reading experience. Therefore, besides text

content, editors must select exquisite covers and illustrations that meet contemporary aesthetic standards based on their professional competence. In the Internet era, enhancing appreciation capability requires not only improved experience through long-term learning and thinking but also understanding reader preferences with Internet assistance for targeted content development.

### 3.3 Enriching Knowledge Reserves

Publishing editors need not only rich work experience but also certain knowledge reserves, which can influence publication quality to some extent. On one hand, knowledge reserves help with information identification and screening. During manuscript review, editors frequently encounter false information, junk information, and erroneous information. Without knowledge reserves, effective information identification is impossible. On the other hand, knowledge reserves help improve manuscript quality. In their work, editors must possess profound knowledge—understanding both disciplinary expertise and the latest social news, and helping authors improve work quality based on in-depth interpretation of their content. Experience enables editors to quickly identify problems, but experience alone cannot help authors solve them. Only with solid professional knowledge can editors assist authors in solving problems after identifying them. Therefore, in daily life and work, editors must continuously enhance their knowledge reserves. The Internet facilitates knowledge acquisition, so editors can use mobile phones, computers, and other media to collect and organize information, establish their own knowledge systems, read various news and information in daily work and life, classify it, discover hidden value and signals, and thus stay ahead of the times. Additionally, editors can expand their research through communication with peers, better absorbing information and innovating thinking.

### 3.4 Enhancing Text Analysis Capability

Publishing editors must love text, possess solid writing skills, and be able to conduct detailed text analysis. An examination of book publishing in recent years reveals that many editors have increased emphasis on book appearance but neglected publication quality, making it difficult to demonstrate their professional competence [6]. Only with certain text analysis capabilities can editors ensure sensitivity to language—both feeling authors' thoughts through text and timely identifying inappropriate language expressions and hidden problems in manuscripts. Meanwhile, patience and responsibility are essential qualities for editors. They must maintain rigorous work attitudes, evaluate every passage, carefully deliberate authors' word choices, and work meticulously to improve book quality. This requires editors to maintain passion for text to ensure work attitude and complete tasks meticulously. Therefore, during reading, editors must feel authors' expressions through text and consider issues more profoundly than authors, which demands certain writing proficiency. Only by skillfully mastering language can editors ensure the social value of published books. To

enhance text analysis capability, editors must: (1) Increase reading volume. Besides reading manuscripts at work, editors should actively read classic books in their spare time to expand knowledge reserves while improving text analysis capability. (2) Increase writing volume. The writing process facilitates better thinking and careful deliberation of every word's usage, thereby improving language application ability and sensitivity to words and sentences.

### 3.5 Enhancing Manuscript Editing Capability

Publishing editors frequently make certain revisions to manuscripts, needing to minimize modifications while accurately correcting necessary changes [7]. Everyone has their own ideas, and editors must fully respect authors in their work—not turning others' manuscripts into their own works—and also respect readers by avoiding errors in viewpoints, facts, and language. Therefore, editors must enhance their manuscript editing capability by following these principles: (1) The principle of correctness. The purpose of editing is to ensure content accuracy and avoid misleading readers. Thus, editors only need to aim for “correctness” by identifying typos and common sense errors to revise with authors, thereby improving publication quality. (2) The principle of minimal changes. Editing differs from writing—editors must not change content that doesn't need changing. They should only identify problems that must be corrected, not strive for “improvement” by imposing their own ideas on authors. (3) The principle of respecting the original work. Some editors hope to improve manuscripts by guiding authors to make unnecessary revisions. Editing aims not to “improve” manuscripts—whether a manuscript is “good” or “bad” is a comment made by readers based on their own circumstances. Editors cannot rewrite others' works for readers' evaluation but must respect authors' thoughts, discuss manuscript connotations with authors, and conduct editing based on mutual respect.

### 3.6 Leveraging the Internet for Work

For publishing editors, Internet thinking facilitates work and helps focus on market concerns [8]. In the Internet era, to better meet reader needs, information technology must be connected with book publishing. This enables editors to effectively use the Internet to improve work efficiency and enhance topic selection and promotion: (1) Conducting topic selection via the Internet. During topic planning, editors can use big data technology to analyze reader reading behavior, grasp their reading preferences and book selection trends, and predict reader interests and content selection. Simultaneously, editors can guide readers to participate in topic selection through Internet platforms, optimizing topic selection models to better satisfy reader needs. (2) Conducting promotion via the Internet. Simultaneous release of print and electronic publishing can better meet reader needs [9]. Editors can present book-related information to readers through online reading platforms, expanding promotional effects to some extent and generating purchase desire among more readers. (3) Obtaining reader feedback via the Internet. Using the Internet enables better collection of reader

feedback for adjusting work content and priorities in future publishing. Editors can guide readers to share their thoughts on online reading platforms when reading e-book-related information, thereby better collecting reading feedback and optimizing book content in future work. Therefore, with Internet assistance, editors can better conduct topic selection, promotion, and other work in the publishing process to improve book quality.

Undeniably, every publishing editor hopes to complete works better. In the Internet era, editors face more challenges but also new development opportunities. To enhance professional competence in this era, editors must advance with the times, use Internet assistance in their work, actively improve information collection and integration capabilities, strengthen writing skills, improve book quality, and meet more readers' actual needs.

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

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