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Research on the Modernization of Editorial and Publishing Technologies: Postprint

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Abstract

This article takes the editing and publishing domain as its starting point, initiating the discussion with theories pertaining to modern technological means, and centers on the core content to examine relevant challenges. It investigates corresponding countermeasures from multiple dimensions, including concept transformation, standard unification, and literacy enhancement, with the aim of providing reference for the smooth realization of modernization in the editing and publishing industry.

Full Text

Research on the Modernization of Editorial and Publishing Technical Means

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Abstract: This article takes the editorial and publishing field as its starting point, opening with theories related to modern technical means. Centering on the core content, it discusses relevant challenges and researches countermeasures from multiple perspectives, including transforming concepts, unifying standards, and enhancing literacy, hoping to provide reference for the smooth modernization of the editorial and publishing industry.

Keywords: editorial and publishing; technical means; modernization; publishing technology; printing and binding

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In the social culture communication system, editorial and publishing occupies a crucial position as the main body of cultural transmission. The modernization of technical means for this entity concerns the progress of social civilization. Fundamentally, this modernization is guided by the entity's institutions, continuously integrating the most valuable management concepts, intermediate approaches, and problem-solving methods that reflect mainstream new-era development into a specific field, and continuously applying them to specific objects to achieve dynamic improvement in integrated development benefits. During this process of dynamic improvement, the operational forms of various modules related to the modernization of technical means undergo certain changes. Therefore, researching information related to this modernization is essential.

1.1 Concept

In the field of editorial and publishing technology, modernization specifically refers to possessing modern advanced scientific and technological standards—namely, utilizing advanced technology to develop editorial and publishing capabilities, improve industry status quo, and guide positive changes among industry workers and structures. From a workflow perspective, the book editorial and publishing industry's typical workflow involves collecting materials through market research, selecting book topics, beginning text and picture manuscript work, editing and proofreading, and binding and publishing [1]. The modernization of editorial and publishing technical means involves replacing traditional editorial and publishing with modern practices, driving underdeveloped editorial and publishing models toward more developed ones.

1.2.1 Reducing Editorial Links

In previous editorial and publishing technical models, editors needed to process manuscripts directly on the author's draft, inadvertently damaging manuscript integrity. Additionally, typesetting work required participation from both editors and typesetters, making errors highly likely due to poor coordination or individual typesetter factors. Modernization of editorial and publishing technical means can eliminate unnecessary intermediate editorial links, enhancing editorial and publishing work value from multiple perspectives while ensuring manuscript review quality, thereby laying a solid foundation for editorial and publishing modernization. Meanwhile, the application of modern editorial and publishing technical means has also promoted innovation in industry management models [2].

1.2.2 Improving Review Efficiency

In the Internet era, the number of authors using computers to write articles continues to rise, with online transmission and USB drive mailing replacing paper text mailing as important submission methods. For editorial and publishing institutions, utilizing this model can effectively save labor costs and time [3]. Simultaneously, through the application of different categories of databases, the editorial and publishing industry can scientifically evaluate the value of author manuscripts in a timely manner, avoiding subjective misjudgments caused by individual limitations.

2.1 Topic Planning

From the entire editorial and publishing process, we can see that the initial stage of editorial and publishing work is topic planning. The quality of work at this stage determines the success of editorial and publishing efforts, emphasizing the need to obtain correct and effective topics through rigorous discussion and verification based on comprehensive, multi-perspective analysis of various information types. Modernization of topic planning technical means involves using television, networks, and other channels, employing conventional questionnaires, telephone surveys, online research, and other methods to comprehensively collect multi-type, multi-format information from both online and offline sources. From multiple levels and perspectives, it investigates the needs of target audiences and scope of influence, focusing on events of concern to the target audience and emerging hot issues within the scope, ensuring topic selection directions align with the development needs of both target audiences and scope. In individual cases, editorial and publishing institutions can also build independent portal websites to collect real-time feedback and suggestions from different types of readers through website backend messages, aggregating reader feedback and suggestions into an independent information database. By continuously updating and screening information according to timelines, they can provide accurate information for topic planning on an ongoing basis. Furthermore, based on macro-level discussions of the scientific nature of different topic types, publishing institutions can also utilize online expert demonstrations combined with their own personnel analysis results to obtain optimal topics.

2.2 Editing and Processing

From a technical perspective, editing and processing is an indispensable component. Manuscripts selected after topic choice inevitably contain errors in reasoning processes, overall cases, content formatting, language symbols, and cited literature. At this point, specialized personnel are needed to eliminate these errors according to principles of rigor, accuracy, precision, and accessibility, making content more suitable for proofreading and typesetting requirements. Based on these principles, the modernization of editing and processing technical means requires close integration with computer technologies represented by graphic and text editing software such as Excel, Word, and Photoshop, making editing

and processing operations faster and more efficient. For instance, in Word-based editing and processing, editors can adopt a method of reviewing while modifying, using different colored underlines to mark spelling errors and grammatical mistakes, while simultaneously using different fonts to indicate modified content to facilitate secondary proofreading. Additionally, regarding standard style cases existing in manuscripts, editors can also conduct targeted online searches to improve editing and processing efficiency while ensuring manuscripts meet publishing requirements in both form and content.

2.3 Printing and Binding

In the process where technical means advance toward strict multi-level integration, printing and binding technology has also achieved a transformation from “pen and ink” to “laser electronics.” Through large-scale, in-depth application of laser electronic technologies represented by laser phototypesetting and color printing, printing and binding technology in the technical field has realized visual integration of “recording, printing, typesetting, and proofreading.” Meanwhile, after decades of development, binding technology has integrated automation technology into automated glue binding, thread binding, simple binding, and hardcover binding. Especially with the emergence of modern electronic publishing and network digital publishing forms, the traditional publishing content carrier binding design has been driven to transform and upgrade from connotation to appearance, from modules to entirety, and from concepts to practice.

2.4 Promotion and Distribution

The successful entry of publishing content carriers into the publishing process does not represent the end of main technical means application. Publishing and distribution institutions and corresponding responsible persons also need to conduct multi-perspective, multi-level dissemination of publishing content carriers, establishing a good reputation and positive image while transmitting the latest publishing information to readers. Modernization of publication promotion and distribution manifests as publishing and distribution institutions and relevant responsible personnel using computers, networks, television, and other media to publicize and promote publications, thereby building a bridge of trust between publishers and readers and maximizing the economic and social benefits of publications. Except for national-level series of books and documents, television as a promotional medium is used relatively infrequently, mainly because this medium entails extremely high economic costs. In the current era, new media platforms such as mobile media and the Internet, which offer “good quality and low price,” are extensively utilized in publication promotion and distribution. Promotional forms similar to pre-produced short videos related to publications have also been applied to a certain extent, effectively improving publishing and distribution efficiency.

3.1 Persistent Misunderstandings

During the practical implementation of problem-solving methods and intermediate approaches in editorial and publishing, certain misunderstandings persist. For example, many editorial personnel have not fully mastered modern editorial and publishing technologies nor recognized the importance of modern technology and the necessity of technological modernization development [4]. Individual practitioners simplistically view the modernization of editorial and publishing subjects and objects as merely subject office automation or digitization of paper editorial publications, consequently regarding the modernization of editorial and publishing technical means as merely computerization of the editorial and publishing process, while neglecting the application of multi-link aspects such as networks and databases. The existence of these misunderstandings not only creates singularity in the implementation of modernized problem-solving methods and intermediate approaches in editorial and publishing but also severely constrains the modernization process within a broader industry scope.

3.2 Lack of Unified Technical Standards

From the perspective of developmental theory, the combined action of internal and external factors influences the development and outcomes of things [5]. As publishing technical means such as typesetting design software, word processing software, and image processing software develop toward diversification, the problem of non-unified technical standards continuously emerges. For instance, the editorial and publishing software industry faces issues with non-unified editorial program format standards caused by diversified programming languages, specifically manifested as incompatibility within the same operating system or non-universality among multiple versions of the same software, causing significant interference with the smooth and coordinated development of editorial and publishing work.

3.3 Lack of Authenticity in Editorial Results

Computers are an indispensable tool carrier in the modernization process of editorial and publishing technical means. While they provide a favorable environment for typesetting design software, text editing software, image processing software, and others, they also provide application space for tools that interfere with manuscript authenticity. For example, Photoshop possesses powerful image processing functions that can arbitrarily eliminate watermarks and labels from images in manuscripts, and even alter partial image content to create effects, 埋下编辑内容失真隐患 (burying hidden dangers of editorial content distortion).

4.1 Transforming Concepts to Overcome Misunderstandings

Editorial and publishing technology modernization is essentially modernization driven by the modernization of editorial and publishing subjects (people). Peo-

ple are the operators of advanced technology, and their work concepts determine how effectively advanced technology functions. Therefore, in response to existing misunderstandings in the editorial and publishing field, relevant personnel should actively transform their work concepts, absorb the essence of modern editorial and publishing technical means, and overcome these misunderstandings.

Modern work consciousness for editorial and publishing workers includes not only pluralistic consciousness but also competitive consciousness and open consciousness. Pluralistic consciousness requires editorial and publishing workers to implement fair and objective principles, conduct dialectical analysis of cultural products according to different concepts and ideas they face, avoid obsession with famous authors and authorities, avoid neglecting new works by new authors, and become “talent scouts” for “thousand-mile horses.” Competitive consciousness requires editorial and publishing workers to correctly understand the reality of market survival of the fittest, establish crisis awareness, actively understand the editorial and publishing market and readers, plan topics with readers as the center, and proactively contact text creators to lay the foundation for high-quality publication production. Open consciousness specifically refers to editorial and publishing workers implementing an open attitude in selecting spiritual and cultural products, actively adapting to modern editorial and publishing systems and modern technical means application thinking, and continuously embracing various advanced and valuable editorial and publishing ideas. On this basis, editorial and publishing subjects should take creativity as the core, actively grasp the spirit of the times, serve as disseminators of editorial and publishing technical means modernization, and provide sufficient support for further improvement of editorial and publishing technical means modernization levels.

4.2 Unifying Standards to Meet Diverse Technical Needs

Against the backdrop of continuously increasing technical achievements and publication product types brought about by editorial and publishing technical means modernization, editorial and publishing institutions should pay attention to the impact of inconsistent formats, standards, and norms existing in practical work stages on the development of editorial and publishing technical means and the causal relationship with publication quality. They should seek help from national and industry regulatory departments to promote the establishment and improvement of rules, regulations, and legal norms for editorial and publishing technical means modernization, gradually integrating different editorial technical means application standards to facilitate the formation of a harmonious editorial and publishing technical means application environment.

During the work of national and industry supervision and management departments, they should clarify editorial and publishing technical means indicators one by one, promote the unification of diversified editorial and publishing technical means, urge manufacturers to be self-disciplined and conscientious, and avoid affecting the editorial and publishing modernization process due to tech-

nical means standard differences. Simultaneously, drawing lessons from the Electronics Product Technical Supervision Committee—the management body in the computer manufacturing industry that requires all computer manufacturers to uniformly change printers and their accessories to pinhole connectors + computer universal USB interfaces to enable compatibility among different computers and accessories such as scanners, printers, and cameras—relevant national departments should promptly formulate unified norms for editorial and publishing technical means. Combined with relevant regulations from UNESCO, they should build efficient information exchange bridges between various links and departments in editorial and publishing to ensure the healthy and orderly development of editorial and publishing technical means.

4.3 Enhancing Literacy to Ensure Final Result Authenticity

In traditional editorial and publishing, editors were one link in the publishing process, responsible for topic planning and execution, manuscript editing and processing, and determining whether manuscripts possessed publishing value to avoid waste of priority publishing resources. Although this model ensured efficient application of publishing resources, it also monopolized the editorial system to some extent. In the modernized editorial and publishing system, the emergence of self-media has simplified publishing and editing behaviors to the greatest extent, fostering a more prosperous publishing market while also blurring the boundaries of editorial subjects and imposing higher requirements on individual editor literacy. Therefore, while improving their professional skills, editors should implement an objective and fair work attitude and keen observation abilities throughout the entire work process, severely cracking down on editorial behaviors that use software like Photoshop to artificially create consumer-attracting images, and scientifically and appropriately exploring the functions of modern editorial and publishing technical means. Simultaneously, editors should actively understand various newly emerging editing software and falsification methods in society, relying on professional knowledge reserves to distinguish between authentic and false manuscript content, eliminating false propaganda and fake news in their infancy. On the basis of serving as “gatekeepers” for editorial publications, editors also need to respond to higher demands for editorial professionalism and academic quality posed by digital intelligent editing systems, promptly eliminating low-end, inefficient editorial and publishing models to contribute their strength to the advancement of the entire publishing system toward higher efficiency.

In summary, editorial and publishing modernization can not only lay a solid foundation for editorial and publishing modernization within a broader scope but also provide technical support for meeting personalized service needs of objects and help improve the operational efficiency of specific industry management models. Therefore, based on the modernization characteristics of technical means in topic planning, printing and binding, editing and processing, and promotion and distribution, we should dialectically understand the relationship be-

tween editorial and publishing subject/object modernization and subject office automation or digitization of paper editorial publications, enhance professional literacy, solve editorial and publishing problems, and promote the steady advancement of editorial and publishing toward modernization.

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

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