

Analysis of Convergence Development Strategies for Traditional Book Publishing in the New Media Era: Postprint

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Abstract

The development of new media technologies has transformed the modalities of media communication while concurrently enhancing dissemination efficiency. The advent of new media has also posed unprecedented challenges to the development of the traditional publishing industry. Therefore, only by acknowledging the severity of this issue and achieving effective integration with new media can traditional publishing serve readers through a new development model.

Full Text

Strategies for the Integrated Development of Traditional Book Publishing in the New Media Era

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Abstract: The development of new media technologies has transformed communication modalities and enhanced dissemination efficiency. The advent of new media has simultaneously presented unprecedented challenges to traditional publishing. Consequently, traditional publishing can only serve readers through novel development models by acknowledging the gravity of these challenges and achieving effective integration with new media.

Keywords: new media; communication modality; communication efficiency; book publishing; integrated development

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New media offers numerous advantages, including diverse content formats, rapid dissemination, long-term preservation, and accurate audience statistics. As an innovative media form, it enables simultaneous one-on-one communication between disseminators and recipients. Compared with traditional publishing, new media breaks down barriers between media platforms, dissolves geographical distances, and erodes boundaries between industries. Furthermore, new media delivers strong sensory impact through multiple forms such as graphics, text, audio, and video [1]. Effectively integrating traditional publishing with new media represents a systematic project that requires urgent attention from publishing enterprises, as well as a practical issue necessitating innovative development in traditional publishing. Publishing companies must advance with the times, comprehensively implement the *Guiding Opinions on Promoting the Integrated Development of Traditional and Emerging Media* issued by the state, master various new media technologies, recognize the facilitating role of new media in traditional publishing, and achieve sustainable development during the media integration process by accurately positioning themselves based on the current state of traditional publishing.

1. Opportunities for Integrated Development of Traditional Book Publishing in the New Media Era

According to the *18th National Survey on National Reading Habits* released by the Chinese Academy of Press and Publication, the comprehensive reading rate of Chinese adult nationals across all media continued to grow steadily in 2020, with both book reading rates and digital reading method adoption rates (including online reading, mobile reading, e-reader reading, and Pad reading) showing upward trends. Mobile reading and online reading constitute the primary digital reading methods for adult nationals, with mobile devices commanding the longest daily contact time among all media. In the new media era, people's reading methods have become more diverse and enriched. Through mobile terminals, individuals can engage in fragmented and instant reading, which poses significant challenges to traditional book publishing while simultaneously creating opportunities for its innovative development.

1.1 Innovation in Publishing Models

New media has driven the digital transformation of traditional book publishing, necessitating that publishing models adapt to the times. Leveraging new media advantages and addressing the needs of contemporary users, derivative publishing models such as e-books, online reading, and film and television adaptations can be developed based on traditional book publishing, thereby continuously promoting the better development of the traditional book publishing industry [2].

1.2 Continuous Expansion of the Deep Reading Population

The *18th National Survey on National Reading Habits* also revealed that in 2020, both the per capita reading volume of paper books and e-books among Chinese adult nationals increased compared with the previous year, with the deep reading population continuing to expand. The national initiative promoting reading for all enriches people's spiritual and cultural lives. To ensure professionalism and comprehensiveness in knowledge acquisition, people tend to purchase digital products related to high-quality paper book content, as traditional book publishing guarantees quality and avoids inferior content with lax online review processes. Consequently, high-quality book content integrated with new media better satisfies people's deep reading needs. This represents an important measure for enhancing traditional publishing integration and drives innovative development in the traditional publishing industry.

2. Challenges in Integrated Development

2.1 Lack of Forward-Thinking Vision

The rapid development of new media has increasingly weakened the market influence of traditional print media, whose audience remains primarily middle-aged and elderly groups. The new generation of "post-90s" and "post-00s" rarely engages with newspapers and periodicals, purchasing only essential textbooks and supplementary learning materials. This tech-savvy, fashion-conscious demographic shows strong interest in emerging technologies such as virtual reality, big data, and artificial intelligence, while backward and conservative traditional print media fails to capture their attention [3]. Society's impression of traditional print media remains stuck at the level of unsuccessful new-old media integration. Only by changing ideological concepts in traditional publishing, following contemporary trends, and seizing opportunities in emerging markets can sustainable development be ensured. Additionally, traditional publishing should actively study and learn from advanced new media technologies such as big data and artificial intelligence, empower traditional publishing with new media technologies and thinking, create integrated new-old media products, and reshape traditional publishing models.

2.2 Lack of Effective Profit Models

Traditional book publishing primarily relies on a profit model of publishing and selling books to earn price differentials, which depends entirely on readers' purchasing behavior. In the new media era, users can directly access reading experiences through corresponding media platforms. For traditional publishing units utilizing new media for integrated publishing, the profit model of merely buying and selling books to earn price differentials is no longer effective, as simple digitization of book content can hardly sustain sustainable development. Traditional book publishing units have yet to identify better and more effective profit models for integrated development. Forcing rigid integration would in-

evitably generate numerous problems detrimental to the healthy operation of traditional book publishing integration. Therefore, exploring new profit models for integrated publishing development is imperative.

2.3 Shortage of Composite Professional Talents

In the “Internet Plus” environment, editors must not only master basic editing and proofreading skills but also fully recognize the important impact of new media technologies such as artificial intelligence and big data on book publishing. Currently, publishing practitioners generally show weakened acceptance of new technologies and business formats, neglect the effective integration of book publishing with new media, and lack innovative thinking for the digital transformation of traditional publishing. The rapid development of information technology has profoundly impacted both the external environment and internal structure of the book publishing industry, creating an urgent need for composite talents who understand both book publishing and new media. However, current talent structures in publishing enterprises remain singular and cannot meet the demands of integrated development between traditional publishing and new media [4].

3. Strategies for Integrated Development

3.1 Establish Innovative Thinking in Book Publishing

The current development and advancement of new media technologies impose stricter requirements on traditional paper book publishing. Therefore, promoting effective integration between traditional book publishing and new media requires innovative book publishing thinking that aligns with the times, breaking away from the traditional “content is king” mindset and establishing a new concept and thinking of “content plus.” This approach builds upon book content, adds technological attributes, and strengthens close connections among users, resources, technology, and services [5]. Transforming the book publishing industry with information-based thinking will ultimately achieve the transformation and upgrading of traditional book publishing. In the book publishing industry, “content plus technology plus personalized service” represents the development trend [6], and improving integration with new media constitutes the future development goal. Consequently, relevant publishing leaders must possess keen insight, seize new media development opportunities, strengthen technological innovation, foster innovative thinking, and improve integration effects between traditional publishing and new media [7].

3.2 Cultivate Composite Professional Talents

Professional and technical talent represents the key factor for effective integrated development between traditional publishing and new media. Traditional book publishing enterprises lack composite technical talents who simultaneously master new media technologies and book publishing business knowledge, while

technology professionals in the new media field lack publishing business knowledge and experience. Therefore, book publishing enterprises urgently need to cultivate composite book publishing talents to promote effective integrated development between traditional publishing and new media. First, publishing enterprises should optimize talent recruitment models by hiring composite talents with experience in new media and traditional publishing integration. Simultaneously, they should focus on developing traditional editors' abilities to apply new media technologies, optimizing their knowledge structures to transform them into composite talents [8]. Second, enterprises should establish business training systems for traditional book publishing practitioners, conducting regular training on new media-related knowledge to enable them to learn and master new media technologies, understand the positive role of new media in traditional publishing, and permeate integrated development concepts into daily work to build a publishing talent team with technological attributes [9]. Third, they should strengthen legal talent training by imparting legal knowledge related to new media integrated development to staff members to prevent legal risks and corporate losses, ensuring sustainable and stable development of traditional publishing and new media integration [10]. Fourth, enterprises should strengthen cooperation with universities to establish an "industry-academia-research" system that continuously supplies composite talents to publishing enterprises. Additionally, they can invite experts from new media application fields to deliver lectures at enterprises, enhance technical exchanges, expose publishing staff to more practical experience in new media integration, and lay a solid foundation for the digital transformation of book publishing [4].

3.3 Build Three-Dimensional Book Promotion Channels

New media development has broken the temporal and spatial limitations of traditional book marketing, making book marketing more convenient and diversified. The emergence of new media provides new channels and methods for book marketing. For high-quality book content, new media advantages can be leveraged for book marketing by integrating marketing forms into the broader Internet environment [11], consolidating various marketing formats such as Dangdang, JD.com, Tmall, Douyin, and WeChat to create a multi-channel 联动 marketing model that expands book dissemination scope and keeps readers informed about book information. Furthermore, enterprises should construct synchronized online and offline marketing that integrates both channels, incorporating diverse online marketing methods into offline activities to enhance their innovation and appeal. In the new media era, book marketing should fully utilize various new media technologies, integrate multi-channel marketing, and build a three-dimensional marketing promotion system that synchronizes online and offline channels and integrates new and old media.

3.4 Enhance Value-Added Services and Digitize Resources

3.4.1 Enhance Value-Added Services for Books Emphasizing content constitutes the core element of innovation and development in book publishing enterprises. For different book publications, the primary consideration must be content quality. Based on content, enterprises should conduct selective screening to identify books with positive, novel, and innovative content worthy of reader consumption and library collection. Models such as “content plus demand” and “content plus service” can be adopted, utilizing digital technologies and QR codes to achieve a “1+1>2” effect where one content form develops multiple product displays. Additionally, enterprises should strengthen in-depth digital analysis of books, effectively combine with the Internet, and plan more diverse and distinctively styled excellent works for the public. Taking the “modern paper book” based on the RAYS system as an example, this model enhances knowledge services for paper books without changing traditional publishing workflows, satisfying readers’ multiple needs while enabling interactive functions in paper books. Through QR codes in books, it provides in-depth digital resources and services, guiding readers to pay again for value-added content while reading. Simultaneously, it captures reader data through the platform’s powerful big data technology, establishes two-way, multi-dimensional connections with readers, continuously provides them with precise knowledge services, channels them back to other publications related to the book, and creates a closed-loop consumption model [12].

3.4.2 Digitize Traditional Publishing Resources For traditional publishing enterprises with long publishing histories and countless published books—some of which have become rare editions, unique copies, or even museum-collected cultural relics—these resources are invaluable. Against the current backdrop of media integration development, publishing enterprises should clarify existing copyright assets, establish entry-based content databases, and provide knowledge bases that transcend individual books. They should also organize and plan the rational application of technology to offer bibliographic retrieval for published books by publication date, author, title, etc., process them through information technology, conduct online promotion through different export channels and platforms, and provide paid services.

3.5 Strengthen Copyright Protection

Digitizing book content using new media technologies represents the necessary path for integrated development between new media and traditional book publishing. However, this process introduces new copyright risks that never existed in traditional publishing. Copyright protection for digital books faces challenges such as difficult evidence collection for rights protection and high enforcement costs. Therefore, traditional book publishing must adopt effective protective measures and strengthen copyright protection during integration with new media.

Digital books should fully utilize digital technology to continuously innovate copyright protection methods, provide necessary technical support for works, and ensure digital book security. For instance, blockchain technology can be employed for digital book copyright protection, leveraging its advantages of trustworthy on-chain data and immutability. Blockchain and trusted timestamps can be used for intellectual property deposit, enabling clear property rights traceability for on-chain intellectual property and rapid identification of intellectual property owners and infringing parties through on-chain information, thereby resolving copyright protection challenges for digital books. Only with adequate copyright protection can the integrated development of traditional publishing and new media proceed smoothly [13].

The continuous deepening development of information technology has fostered flourishing new media, and the widespread application of digital technologies and other new media technologies in book publishing has brought both opportunities and challenges to traditional book publishing enterprises. Meanwhile, cultural and economic development has imposed higher requirements on the book publishing field, making it imperative for traditional book publishing enterprises to break away from rigid development patterns and effectively integrate current new media technologies to maintain strong market competitiveness.

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

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