

---

AI translation · View original & related papers at  
[chinaxiv.org/items/chinaxiv-202310.00926](https://chinaxiv.org/items/chinaxiv-202310.00926)

---

## The Path toward High-Quality and Distinctive Development for University Presses in the New Era: A Case Study of Zhengzhou University Press (Postprint)

**Authors:** Zhang Weiming

**Date:** 2023-10-08T00:00:00+00:00

### Abstract

Against the backdrop of high-quality development in the new era, Zhengzhou University Press has implemented a transformation and development strategy, carving out a uniquely distinctive path by “focusing on specialization to distill its features, integrating resources to highlight its features, integrating innovation to enhance its features, and creating quality publications to optimize its features.”

### Full Text

## The Path to High-Quality and Characteristic Development of University Presses in the New Era: A Case Study of Zhengzhou University Press

**Author:** Zhang Weiming

**Institution:** Zhengzhou University Press, Zhengzhou, Henan 450000

**Abstract:** Against the backdrop of high-quality development in the new era, Zhengzhou University Press has implemented a transformation and development strategy by “focusing on specialization to distill characteristics, integrating resources to highlight characteristics, merging innovation to enhance characteristics, and creating quality products to optimize characteristics,” thereby forging a unique path of development.

**Keywords:** publishing transformation; university press; digital publishing; collaborative editing system; textbook publishing

**CLC Number:** G239.2

**Document Code:** A

**Article ID:** 1671-0134(2021)08-126-03

**DOI:** 10.19483/j.cnki.11-4653/n.2021.08.038

The 19th National Congress of the Communist Party of China made the significant scientific judgment that China's economy has shifted from a stage of high-speed growth to a stage of high-quality development. As a socialist cultural undertaking led by the Party, the publishing industry should actively respond to the new requirements of the new era by producing high-quality publications that satisfy the people's aspirations for a better life. University presses constitute an important component of China's publishing industry and share this same mission under the new circumstances. In recent years, Zhengzhou University Press has fully leveraged its own advantages to forge a path of high-quality and characteristic development.

## 1. Focusing on Specialization to Distill Characteristics

University presses were originally established to address the publication needs of their host institutions' textbooks and academic monographs. With inherently limited publishing resources, many faced severe resource loss after their transformation into market-oriented enterprises due to weak market competitiveness. Zhengzhou University Press, originally founded as Henan Medical University Press in early 1995, was a specialized medical press co-sponsored by 21 local medical colleges in central-south China, primarily publishing medical textbooks, monographs, translations, and popular medical readings. It enjoyed rich publishing resources and high reputation in medical publishing. During the late 20th century, China's higher education system underwent restructuring through "co-construction, adjustment, cooperation, and merger," which reshuffled local university layouts and led to formerly independent medical colleges being merged into local comprehensive universities.

In 2000, the original Zhengzhou University, Henan Medical University, and Zhengzhou University of Technology merged, and Henan Medical University Press was renamed Zhengzhou University Press, transitioning from a single-discipline medical press to a comprehensive one. After several years of arduous exploration and practice, although the press expanded into new publishing areas, some of its original medical publishing resources were lost as provincial medical colleges outside Henan were restructured. Entering the new era, Zhengzhou University Press has seized the opportunity of its parent university's "Double First-Class" construction initiative, actively tapping into the university's publishing resources, concentrating on its advantageous and key disciplines, and aggregating high-quality author resources to build publishing platforms, thereby transforming the university's academic strengths into publishing advantages. By deeply cultivating characteristic and first-class disciplines, the press has built a sustainable publishing brand.

As a local university press, Zhengzhou University Press also once faced similar challenges. In recent years, the press has focused on internal capacity building

and vigorously implemented transformation and development strategies to pursue a distinctive path of specialized development. Leveraging the disciplinary advantages of its parent university and the unique and rich regional culture of the Central Plains, the press has established the mission of “serving the university and serving society,” with academic publishing as the main body and educational and popular publishing as the two wings. Focusing on professional directions such as medicine, architecture, economics and management, journalism and communication, special education, and local culture, the press has distilled its own publishing characteristics and formed a multi-disciplinary, multi-level, and multi-category book publishing structure, placing its development on a virtuous track.

## 2. Integrating Resources to Highlight Characteristics

Zhengzhou University Press is located in Zhengzhou, the capital of Henan Province, with relatively superior geographical advantages that enable it to aggregate publishing resources from over 100 universities across the province. Some provincial universities in Henan, particularly in Zhengzhou, have long histories and certain disciplines that enjoy national influence. Situated in the Central Plains, the cradle of the Yellow River civilization and Chinese civilization, Henan boasts abundant regional traditional culture and has nurtured a large number of outstanding local cultural authors. Through proactive planning, Zhengzhou University Press integrates these resources to highlight its established publishing characteristics. The press also leverages its original professional publishing advantages to actively expand publishing resources nationwide. Through project-based operations, numerous renowned national experts have become outstanding authors for the press, including Academicians Zhao Yufen and Zeng Yixin of the Chinese Academy of Sciences, and Academicians Zhang Jinzhe, Wang Zhengguo, Fu Xiaobing, and Liu Zhihong of the Chinese Academy of Engineering. Through the excavation, aggregation, expansion, and integration of advantageous publishing resources, Zhengzhou University Press has laid a solid foundation for high-quality development. In recent years, the press has published a large number of “double excellent” books (excellent in both social and economic benefits), achieving both economic returns and outstanding social impact, receiving “excellent” ratings in social benefit evaluations for two consecutive years in 2019 and 2020.

## 3. Merging Innovation to Enhance Characteristics

High-quality development in the publishing industry requires particular attention to the impact of technological innovation. Information technology, digital technology, network technology, and multimedia technology have ushered the traditional publishing industry with over 2,000 years of history into a new era. Technology is transforming content production methods, presentation formats, distribution channels, and consumption patterns. This transformation has already produced disruptive impacts in the newspaper and periodical publishing

sector, and its influence on book publishing is growing increasingly significant. In the new era, local university presses must also follow the trend of new technologies and integrate their original professional content advantages with new publishing technologies, channels, and platform advantages under the “Internet Plus” background to further enhance their established publishing characteristics. In terms of specific strategies, they should expand their important functions of serving university teaching and research and prospering academic and cultural exchanges, keep pace with national policy development, strive for project support and guidance funds, and provide readers with diversified information technology services based on paper books, such as offering electronic versions of paper books, building relevant teaching and research resource platforms, and establishing characteristic resource databases. On the basis of original educational and academic resource advantages, they should explore a publishing integration development model with distinctive content, advanced technological means, and comprehensive professional services to maximize publishing resource benefits.

In recent years, Zhengzhou University Press has proactively implemented an integrated innovation development strategy, actively applying for national and local government projects to secure special fund support. In 2020, two major projects funded by the Central Cultural Industry Development Special Fund – “Online Sales and Digital Publishing Platform for University Textbooks” and “Composite Publishing and Platform Construction for Sign Language Education Based on AR Technology” –and one project funded by the Henan High-Growth Service Industry Special Guidance Fund for Cultural Industries– “Multimedia Publishing and Platform Construction for Higher Education” –were successfully completed. The “Online Sales and Digital Publishing Platform for University Textbooks” project fully utilizes existing excellent textbook resources, digital resources, and related teacher resources to provide high-quality online reading, knowledge services, teaching interaction, learning exchange, and resource sharing platforms for hundreds of thousands of university students annually. The platform also leads universities’ online teaching resources toward open cooperation, resource sharing, professional interaction, and complementary advantages through an excellent textbook alliance, forming a five-dimensional interaction among publishers, authors, schools, teachers, and students. Currently, the press has established the “University Textbook Digital Publishing and Teaching Resource Center,” “University Textbook Publishing and Distribution Service Sub-platform,” “University Textbook Deep Teaching Interaction Sub-platform,” and “University Textbook Collaborative Editing System,” building a “University Textbook Supply and Deep Teaching Interaction Platform” that not only meets students’ online and offline textbook needs but also provides services such as textbook ordering and distribution, teaching interaction, digital learning, and communication for university teachers and students.

The “Composite Publishing and Platform Construction for Sign Language Education Based on AR Technology” project leverages Zhengzhou University Press’ s rich sign language publishing resources and author resources, utilizing advanced digital technology to build a digital resource library and teaching network plat-

form for sign language education. This project has realized the aggregation and sharing of sign language teaching resources. It has developed and published over 50 AR books and approximately 30 online courses for sign language teaching, building a digital resource library for sign language teaching that covers 8,000 sign language vocabulary items, 3,000 sign language sentences, 200 sign language situational dialogues, 100 sign language stories, and 100 sign language songs, along with a multi-terminal voice-to-sign-language conversion system and a sign language teaching resource network platform. The project's implementation has cultivated more outstanding sign language talents and helped the deaf integrate into society and achieve comprehensive development, generating both excellent social and economic benefits. The "Multimedia Publishing and Platform Construction for Higher Education" project was developed based on the numerous varieties of textbooks in science, engineering, and medical specialties already published by Zhengzhou University Press. Over 50 universities participated in the multimedia textbook cooperation, possessing strong disciplinary construction foundations and large teaching faculties. A large number of national, provincial, and university-level excellent courses provide strong guarantees for content resource construction in this project. The successful completion of these projects marks significant progress for Zhengzhou University Press on its transformation path toward digital innovation and integrated development.

#### 4. Creating Quality Products to Optimize Characteristics

Since the reform and opening up, China's book publishing industry has made tremendous progress, with expanding publishing scales and increasingly rich book varieties, fundamentally solving the problem of "availability." As China has comprehensively built a moderately prosperous society, the people's demand for cultural life has grown increasingly sophisticated, requiring the book publishing industry to address the issue of "quality." Currently, the national book publishing industry faces slowing growth, overcapacity, and fierce competition. Particularly, the development of internet technology and the emergence of e-books have changed public reading habits, significantly impacting traditional paper publishing. Creating quality books is not only a practical necessity for publishers' survival but also an inevitable choice for responding to the demands of the times, advancing supply-side structural reforms, and building a culturally strong nation.

In recent years, Zhengzhou University Press has adhered to the philosophy of "prospering the press through quality, brand, and projects," abandoning short-term interests for long-term development. Starting from the planning stage, the press has strengthened responsibility system implementation and, on the basis of characteristic specialties, implemented brand strategies through project-driven initiatives to create excellent works, refining and optimizing characteristic book products.

In academic publishing, the press focuses on national key book publishing planning projects, National Publishing Fund funded projects, and National Ancient

Books Collation and Publishing funded projects (hereinafter referred to as “national publishing projects” ). While completing earlier projects, it continuously extends the development of related varieties. For instance, following the 2015 approval of the national publishing project “Chinese War Traumatology” (11 volumes), the press subsequently secured approval for the national publishing projects “Wound Treatment Technology Research, Development, and Transformation Application Series” (26 volumes) in 2018 and “Chinese Trauma Critical Care Medicine” (3 volumes) in 2020. Centering on the “Belt and Road” initiative, Zhengzhou University Press also secured approval for the national publishing project “International Clinical Medicine Series under the Belt and Road Background” (49 volumes). Since 2013, the press has published over 100 national publishing project books, with two fund projects rated as “especially excellent” in the comprehensive evaluation conducted by the National Publishing Fund Project Management Office in 2018 and 2019, an honor accorded to only 7 out of more than 500 publishers nationwide. In addition to national publishing projects, the press has also focused on planning and publishing key books such as the Henan Provincial Colleges and Universities Philosophy and Social Sciences Excellent Works Funding Project “Outstanding Academic Library” and the Henan Province “12th Five-Year Plan” and “13th Five-Year Plan” projects, promoting the prosperity of local academic publishing.

In textbook publishing, Zhengzhou University Press maintains strict control over publishing direction and defends the textbook publishing position. It has established an ideological work leadership group to clarify relevant responsibilities and ensure the correct political direction and value orientation of university textbook publishing. The press has also established a university textbook publishing leadership group, creating a textbook publishing guarantee system in terms of organizational structure, financial investment, and performance evaluation. Actively applying for national and provincial planning textbook projects, the press creates quality textbooks to serve teaching. In recent years, Zhengzhou University Press has published over 60 national planning textbooks and more than 100 provincial planning textbooks, covering disciplines such as law, economics and management, tourism, medicine, and architecture. Some textbooks, such as “Military Theory Course,” have been reprinted multiple times with print runs reaching hundreds of thousands of copies. In the first Henan Provincial Textbook Construction Awards (Higher Education Category), Zhengzhou University Press won 5 first prizes and 7 second prizes, accounting for 52% of the awards among Henan publishing institutions.

In popular reading publishing, Zhengzhou University Press is committed to inheriting excellent traditional culture and disseminating scientific knowledge, treating popular reading publishing as an important wing of its development strategy. For many years, the press has continuously published series of quality cultural readings, such as the “Campus Bookish Reading Library,” “Mini-Novel Series,” and “Popular Medical Health Science Reading Series,” which have entered students’ “second classrooms,” “rural book houses,” and community libraries, actively promoting nationwide reading and popularizing scientific knowledge.

The 2017 published reportage work “Chinese Cotton” won the Henan Provincial Spiritual Civilization Construction “Five Ones Project” Award. Zhengzhou University Press has also actively carried out book donation campaigns to rural areas and cultural poverty alleviation projects, repeatedly donating books to revolutionary old districts and impoverished areas, demonstrating publishers’ social responsibility.

While adhering to the path of high-quality development, Zhengzhou University Press has also deepened reforms in organizational structure, team building, talent cultivation, management systems, and incentive mechanisms to provide institutional guarantees for high-quality development. The press has also strengthened Party building work, promoting press construction through Party building and leading the press’ s high-quality development with Party building.

## References

- [1] Sun Baoying. The Internal Requirements and Implementation Path for University Presses to Boost Their Parent Universities’ “Double First-Class” Construction in the New Era[J]. Science-Technology & Publication, 2020(12).
- [2] Wei Yushan. Several Issues on Researching High-Quality Development of the Publishing Industry[J]. Publishing and Distribution Research, 2019(2): 1.
- [3] Zheng Haiyan. Analysis of the Path to High-Quality Development of University Presses under Social Benefit Evaluation[N]. China Press, Publication, Radio, Film and Television Journal, 2019-11-20(4).

**Author Biography:** Zhang Weiming (1967-), male, from Zhengzhou, Henan, intermediate editor and economist, editor at the Review and Quality Control Center of Zhengzhou University Press. Research focus: publishing development strategy.

**(Editor: Zhang Xiaojing)**

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

*Source: ChinaXiv –Machine translation. Verify with original.*