

Problems and Countermeasures of Digital Transformation and Upgrading in Traditional Publishing Industry (Postprint)

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Abstract

The advent of the media convergence era has accelerated the integration and utilization of diverse resources, injecting new elements into the development of various industries. The traditional publishing industry faces tremendous opportunities and challenges in its development, and should fully leverage the advantages of media convergence to advance toward digitalization. Only by emphasizing digital transformation and upgrading can it adapt to the development requirements of the new era. However, the challenges encountered in this transformation and upgrading process are substantial. Therefore, this paper primarily investigates, from a theoretical perspective, the issues and development strategies related to the digital transformation and upgrading of the traditional publishing industry, aiming to provide insights for its digital transformation and upgrading development.

Full Text

Preamble

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Problems and Countermeasures in the Digital Transformation and Upgrading of Traditional Publishing Industry

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Abstract: The advent of the media convergence era has accelerated the integration and utilization of various resources, injecting new elements into the development of all industries. The traditional publishing industry faces tremendous opportunities and challenges in its development and should fully leverage the advantages of media convergence to advance toward digitalization. Only by emphasizing digital transformation and upgrading can it adapt to the development requirements of the new era. However, the challenges encountered in

transformation and upgrading are considerable. Therefore, this paper primarily explores the problems and development strategies of digital transformation and upgrading of the traditional publishing industry from a theoretical perspective, hoping to provide some enlightenment for its digital transformation and upgrading.

Keywords: media convergence; traditional publishing industry; digital transformation; digital publishing; publishing integration

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Introduction

Scientific and technological progress has driven changes in various fields. Digital communication technology, internet technology, and multimedia interactive technology have penetrated all levels of the news publishing industry. Digital publishing has become an important direction for the transformation and development of traditional publishing industry. According to economic data analysis, it can be found that the digital reading rate has greatly increased, already surpassing the traditional paper reading rate. Against the backdrop of new era development requirements, the digital transformation and upgrading of traditional publishing industry has become an inevitable trend. Only by conforming to the trend of the times and meeting market needs can we promote sound economic development. The digital transformation and upgrading of traditional publishing industry must incorporate innovative development concepts to truly play a positive role in promoting digital transformation and upgrading.

1. Problems in Digital Transformation and Upgrading of Traditional Publishing Industry

From the perspective of current development status, the traditional publishing industry still faces prominent problems in digital transformation and upgrading due to factors such as conceptual mindset and management. These are elaborated in detail below.

1.1 Blind Pursuit of Technology in Transformation

Traditional publishing industry faces the important task of transformation and upgrading when confronting new era development situations. However, compared with the digital economy, traditional publishing has a long return on investment cycle and lacks advantages in market development speed or scale.

From the perspective of economic development trends, digital products possess obvious economic advantages. In digital publishing, all products become internet-based, and through network media, they facilitate knowledge and information interaction, providing convenient services for consumers. Digital products can only enrich user experience and improve experiential effects on the basis of interaction and communication. In the process of digital transformation and upgrading, traditional publishing industry, in order to change traditional development models, overemphasizes technology and blindly pursues it, lacking necessary research and scientific design. This can easily cause traditional publishing industry to lose its discourse power in transformation and upgrading. Without fully understanding technology, over-reliance on technology weakens social benefits [2].

1.2 Over-dependence on Existing Paths in Transformation

The digital transformation and upgrading of traditional publishing industry involves extensive elements, requiring optimization and selection based on its own conditions. From the current status of traditional publishing industry transformation, the problem of over-dependence on existing paths is prominent. Under the influence of coordination effects, economies of scale, and learning effects, traditional publishing industry tends to think according to original mental models when facing new challenges. Enterprises face challenges in reshaping competitiveness and incomplete matching of original accumulated knowledge during transformation, and contradictions and conflicts exist in the development process [3]. Over-dependence on paths in transformation only focuses on aspects such as teaching supplements, children's books, and classic masterpieces. Without adopting innovative thinking perspectives, it is impossible to break through original rigid models. This will result in fewer and fewer bestsellers, ultimately weakening the consumer market.

1.3 Quality of Publishing Content Needs Improvement

The digital transformation and upgrading of traditional publishing industry requires forward-looking development awareness. The acceleration of digital development speeds up the pace of work innovation. If authors rush to update content during this process, their inner impetuosity will prevent the creation of good works. The diversity and convenience of information channels under the internet lead to phenomena such as plagiarism and homogenization in works, which can cause adverse development phenomena where bad money drives out good, significantly reducing publishing content quality. Editorial capability has a significant impact on publishing content; good editors can provide the finishing touch, but excellent editors are relatively few. The low recognition of editorial work leads to low efficiency in work organization and processing, further affecting work quality [4]. In the transformation of traditional publishing industry toward digitalization, it is necessary to strengthen emphasis on quality control of publishing content. If this core issue is not properly addressed, it will

inevitably affect its sustainable development.

1.4 Lack of High-quality Digital Publishing Talents

The lack of professional talents is a prominent problem in the digital transformation and upgrading of traditional publishing industry. Facing new development situations, the lack of professional talents is an important factor directly affecting transformation and upgrading development. The demand for talents in transformation and upgrading development is relatively large, especially high-quality specialized talents. However, in actual development, due to the lack of specialized talents and personnel quality not meeting corresponding standards, publishing personnel's conceptual awareness lacks innovation, fails to align with current reform requirements, and does not pay timely attention to and understand readers' psychology and market development changes, which will inevitably affect the results of transformation and upgrading [5]. There are obvious differences between digital publishing and traditional publishing in production and sales techniques. The development of digital publishing business requires talents who understand both traditional publishing business and digital publishing technology. Traditional publishing professionals understand all aspects of the upstream and downstream of traditional publishing industry and the reader market, but lack comprehensive understanding of digital technology, which creates resistance in transformation and upgrading.

1.5 Imbalance in Transformation Development

The problems in the digital transformation development of traditional publishing industry are diverse, among which the issue of development imbalance is prominent. Due to the variety of traditional publishing industries, there are significant differences in business models and transformation awareness among different publishing industries, and enterprises also experience imbalances in development, causing stagnation in the digital transformation of traditional publishing industry [6]. According to data mentioned in the National Digital Publishing Transformation and Upgrading Dynamic Assessment Research Report, there are more than 200 traditional publishing enterprises, and digital transformation and upgrading has four levels. The input-output ratios of the first to third levels in traditional publishing industry digital transformation are 4.31% and 1.83%, 1.57% respectively, with only five enterprises at the first level. Therefore, the imbalance among the four development levels in traditional publishing industry digital transformation and upgrading is quite prominent. To ensure overall development quality, future development needs to emphasize path design and reverse the imbalance.

1.6 Intellectual Property Protection Legal Constraints Need Strengthening

The digital transformation and upgrading of traditional publishing industry requires consideration from multiple angles. Currently, China's intellectual

property protection efforts need to be strengthened, and insufficient intellectual property protection has a significant impact on problems encountered in digital development. For example, the intellectual property protection system is not perfectly formulated and cannot fundamentally solve intellectual property protection issues in the short term. Self-protection awareness is relatively low, with most adopting attitudes of laissez-faire or helplessness. The rampant piracy works cause the phenomenon of bad money driving out good, encouraging the arrogance of infringers [7].

2. Measures for Digital Transformation and Upgrading of Traditional Publishing Industry

Promoting the digital transformation and upgrading of traditional publishing industry requires emphasis on implementing corresponding development measures. The following measures should be fully implemented.

2.1 Focus on Creating Dual-Benefit Products

In the digital transformation and upgrading of traditional publishing industry, it is necessary to adopt innovative development perspectives and utilize new technologies to promote transformation and upgrading, but without over-reliance or excessive pursuit of new technologies. Innovative development concepts should be integrated to create products that unify dual benefits, which can be closely combined with actual market development needs. This plays a positive role in promoting the digital transformation and upgrading of traditional publishing industry. Under market economy conditions, products determine enterprise development and are supporting elements in competition. Product diversification has become a universal choice. Therefore, traditional publishing industry in digital transformation and upgrading should combine with its own advantages, do a good job in product layout, and focus on improving overall product competitiveness [8]. Regardless of publishing activities or publication content, they have dual attributes. The publishing industry is an important component of culture. In promoting structural reform, it is essential to effectively unify economic and social benefits, adhere to social benefits as the priority while combining with economic benefits, ensure cultural product quality, fully demonstrate the core advantages of traditional publishing industry, and emphasize rational layout to achieve sustainable development in the market.

2.2 Emphasize Clarifying Transformation and Upgrading Development Positioning

To effectively improve the quality of traditional publishing industry transformation and upgrading development, optimization is needed from different perspectives. Clarifying the positioning of digital transformation is key. Only by identifying the correct development positioning can various development measures be implemented according to preset goals. In the digital transformation

and upgrading of traditional publishing industry, determining positioning and leveraging advantages can help find its position in the digital industry chain. In positioning, it should select appropriate development paths based on its own characteristics and advantages. For example, the transformation of professional publishing houses involves providing professional knowledge resource services for readers, enabling transformation between publishers and information service providers. Professional publishing houses should combine and classify their own resources and products, and on the basis of applying corresponding software and mobile internet platforms, provide product customization and information push services for readers, cooperate with relevant associations and scientific research institutions, establish social circles among professional publishing houses, authors, and readers, and give full play to their advantages in transformation and upgrading to become demonstration enterprises.

2.3 Establish Brand Awareness and Build Diverse Profit Models

In the digital transformation and upgrading of traditional publishing industry, it is necessary to strengthen emphasis on establishing and strengthening brand awareness and building a digital publishing industry chain. The innovation degree of traditional publishing industry digital transformation and upgrading should be continuously enhanced, focusing on improving digital publishing technology and establishing a complete and systematic publishing industry chain to change traditional single profit models. This requires emphasis on resource integration, establishing a complete industry chain, scientifically selecting different information resources and application fields, and improving product quality. At the same time, it is necessary to properly handle relationships with channel operators to ensure information timeliness. Digital content providers, digital publishing technology manufacturers, and channel operators should do a good job in integration, effectively connect all links, ensure scientific resource allocation and rational development. Additionally, emphasis should be placed on the scientific application of digital technology, using virtual open platforms as carriers to enhance the efficiency and quality of various information processing and dissemination, provide quality services for readers, and meet their information needs. Establishing brand awareness, developing value-added services, planning brand building, and actively expanding distribution channels can help build diversified profit models.

2.4 Strengthen Training of Professional Digital Publishing Talents

The digital transformation and upgrading of traditional publishing industry has a large demand for talents. To meet the needs of transformation and upgrading, it is necessary to emphasize the training of specialized talents, closely combine with actual job requirements, and give full play to talent advantages. As a key factor affecting the effectiveness of traditional publishing industry digital transformation and upgrading, the training of professional talents should aim at cultivating compound talents. The digital transformation and upgrading of

traditional publishing industry places higher requirements on publishing personnel. Professionals should have solid editorial business knowledge, understand new media publishing knowledge, possess comprehensive marketing capabilities, information retrieval capabilities, multimedia transformation capabilities, and social public relations capabilities. Only by having various capabilities can they promote the digital transformation and upgrading of traditional publishing industry. It is necessary to strengthen the construction and introduction of compound talent training mechanisms and emphasize employee training, especially the training of editorial talents. It is essential to innovate employees' work concepts, master digital publishing technology, and encourage book editors to transform and develop toward all-media editors. Additionally, emphasis should be placed on job performance, constructing corresponding compensation and welfare systems and incentive mechanisms, and scientifically introducing information software and e-commerce professional talents to promote the transformation and upgrading development of publishing enterprises.

2.5 Emphasize Top-level Design and Optimize Organizational Structure

In the digital transformation and upgrading of traditional publishing industry, it is necessary to emphasize top-level design. In light of the current imbalance in the digital transformation and upgrading development of China's traditional publishing enterprises, finding the correct development path can help promote the effective advancement of subsequent development work. Traditional publishing enterprises should clarify their digital transformation and upgrading strategies, and organizational structures should be adjusted synchronously with corporate strategies. Traditional publishing industry has not established internal learning linkage mechanisms during technological innovation, resulting in weak internal learning capabilities and inability to effectively integrate and construct resources. Therefore, to ensure smooth digital transformation and upgrading development in actual development, it is necessary to do a good job in resource reallocation and improve environmental adaptation capabilities.

2.6 Strengthen Intellectual Property Protection and Enhance Digital Copyright Development

To promote the digital transformation and upgrading of traditional publishing industry, it is necessary to emphasize copyright protection and intensify efforts in digital copyright development. Against the background of knowledge payment development, it is essential to fully affirm the labor achievements of creators, strengthen emphasis on intellectual property rights and digital copyrights, and clearly stipulate copyright ownership in law. Additionally, it is necessary to recognize the difficulty of evidence collection in digital copyright infringement, clarify infringement behavior identification, protect creators' rights, and ensure the healthy development of cultural undertakings.

In summary, promoting the digital transformation and upgrading of traditional

publishing industry requires thinking from different perspectives, conducting in-depth analysis of development problems, and proposing corresponding countermeasures combined with development issues. Only in this way can it play a positive role in promoting the digital transformation and upgrading of traditional publishing industry and truly ensure good results in traditional publishing industry transformation and upgrading.

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