

Advancing the Integrated Development of Post-prints in Traditional Publishing and New Media

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Abstract

In recent years, China's rapid advances in science and technology, coupled with swift economic and social development, have profoundly impacted traditional media while simultaneously creating new opportunities for its evolution. In the contemporary era, the social influence of traditional publishing has been curtailed; however, the emergence of new media and mobile devices has concurrently charted novel pathways for innovation in traditional media. The convergence of traditional publishing and new media can produce $1+1>2$ effects, representing an inevitable trend in media development. This paper analyzes the challenges confronting the integrated development of traditional publishing and new media, and proposes corresponding convergence strategies.

Full Text

Abstract

In recent years, China's rapid scientific, technological, and economic development has profoundly impacted traditional media, presenting both significant challenges and new opportunities. In this contemporary context, while traditional publishing's social influence has diminished, the emergence of new media and mobile devices has pointed toward innovative directions for traditional media transformation. The integration of traditional publishing and new media can produce synergistic effects greater than the sum of their parts, representing an inevitable trend in media development. This paper analyzes existing problems in the integration of traditional publishing and new media and proposes corresponding strategies.

Keywords: Internet; traditional publishing; new media; mobile devices; integrated development

1.1 Advantages and Disadvantages of Traditional Publishing

Traditional publishing has long held a prominent position in China, characterized by rigorous content quality. All published materials undergo meticulous review and screening by professionals according to strict standards and systems, endowing traditional publishing with strong authority and credibility that ensures content authenticity. Furthermore, traditional publishing benefits from editorial staff with high comprehensive qualities, demonstrated through strong professional capabilities and social responsibility consciousness, enabling them to guide public opinion effectively. However, significant disadvantages persist, including pronounced information lag, limited dissemination scope, and slow propagation speed.

1.2 Advantages and Disadvantages of New Media

Compared to certain characteristics of traditional publishing, new media exhibits more pronounced advantages that better align with contemporary developmental trends. These advantages include: (1) faster information dissemination and broader reach, enabling readers to access current events through various devices with strong real-time capabilities; (2) lower operational costs, as new media dissemination requires minimal investment, allowing anyone to become an information conduit; (3) personalized services that enable users to search for specific content through software applications; (4) strong digital characteristics that break traditional publishing's singularity by integrating text, images, video, and audio, enriching reading resources and stimulating reader interest; (5) enhanced interactivity, as new media platforms facilitate real-time communication with audiences, bridging authors and readers while enabling timely feedback for continuous quality improvement; and (6) remarkable convenience, as people can easily access real-time information through mobile phones and computers, highlighting new media's superior accessibility compared to traditional reading.

Nevertheless, new media's drawbacks are equally apparent. First, its fast-food reading approach has fundamentally altered reading habits, with superficial reading failing to activate critical thinking, fostering undesirable social tendencies and encouraging partial judgments. Second, new media's low barrier to entry allows anyone to publish content, compromising quality control and proliferating false information. Finally, many practitioners lack professional expertise, with "clickbait" headlines proliferating in pursuit of traffic.

2. Current Status of Integrated Development

New media's emergence has profoundly impacted traditional publishing, reducing traditional media's audience size and market share. Constrained by publication speed and limited information scope, traditional publishing has encountered developmental bottlenecks. Most critically, new media has transformed reading

habits, with people increasingly favoring fragmented reading sessions over the time-consuming consumption of traditional publications, which suffer from low efficiency, weak content specificity, and portability issues. Additionally, traditional publications face lengthy update cycles—many journals, newspapers, and magazines require substantial time between updates, whereas new media offers real-time information access anytime and anywhere. From this perspective, traditional publishing innovation must adopt a reader-centric approach to develop superior reading resources.

3.1 Conceptual Integration

Traditional publishing primarily involves print media, while new media represents digital publishing. New media has transformed reading methods and habits through its convenience, diversity, and accessibility—features that substantially differ from traditional publishing. Successful integration requires mutual understanding, with traditional publishing needing to comprehend Internet technologies and thinking patterns to learn from new media's strengths and compensate for its own weaknesses.

3.2 Content Integration

Both traditional and new media must prioritize meeting reader needs in their content production integration. New media can leverage mobile phones, tablets, computers, and software for content editing and publishing, with topic selection and promotion operating across multiple carriers to achieve composite publishing. This approach ensures publications maintain timeliness and convenience while guaranteeing quality and substance.

3.3 Technological Integration

As an inevitable trend in media development, new media compels traditional publishing to continuously innovate its existing models and strengthen reform efforts to align with contemporary technological trends. Currently, traditional publishing has not fully recognized the necessity of integrated development with new media, and technological weaknesses constitute a primary development constraint. Traditional publishing entities must thoroughly understand advanced technologies in new media—including big data, mobile Internet, and artificial intelligence—to guide their reform and achieve sustainable development.

3.4 Editorial and Publishing Process Integration

Following changes in reading habits, people prefer utilizing fragmented time for reading rather than dedicating large blocks of time to single works. Traditional publishing's lengthy cycles cannot accommodate demand for rapid reading access. To address this, traditional publishing must undergo digital transformation to accelerate publication speed and strengthen content management, enabling

readers to better grasp key points and read selectively. New media can also integrate traditional publishing content through big data for online distribution, saving publication costs.

3.5 Marketing Integration

Traditional publishing primarily relies on advertising and in-store promotions for marketing and profit generation, employing outdated models with limited audience reach and closed information channels that inadequately attract consumers. In the new media era, online and offline sales can be combined, with traditional publishing handling offline promotion while new media manages online sales, distributing sales information across major e-commerce platforms and websites to achieve marketing objectives.

3.6 Organizational Structure Integration

The integration of traditional and new media cannot be accomplished by one or two departments alone but requires joint efforts across all units in both industries to form an integrated organizational structure for print and digital publishing. Digital elements from new media must be incorporated into traditional publishing, enabling traditional media editors to understand digital publishing content and job requirements to enhance integration effectiveness.

3.7 Media Convergence

Media convergence manifests in two aspects: (1) External convergence, where traditional publishing and new media can engage in cross-media cooperation, providing audio, video, and other information to print and three-dimensional media to satisfy diverse public audiovisual needs; and (2) Internal convergence, most directly by aligning product directions and simultaneously publishing the same content across traditional and new media platforms. For instance, content published on new media platforms can incorporate QR code technology in print media.

4.1 Formulating Support Strategies for Integrated Development

The integration of traditional and new media represents an inevitable industry trend, yet effective integration methods remain underexplored. To address this, continuous practical exploration is needed to develop reasonable integration plans based on actual conditions and clarify integration objectives. Specific measures include: (1) establishing clear and rational integration plans and objectives that fully leverage both parties' strengths through complementary advantages to enhance integration outcomes; (2) having the state and government play a guiding role through policy and financial support, including appropriate tax incentives to reduce integration pressures; (3) providing adequate funding beyond

policy support, as traditional publishing units require substantial human and financial resources for technology research and development; and (4) improving infrastructure construction, including information platforms and databases, which constitute essential requirements for media integration that government should support to accelerate the integration process.

4.2 Enhancing Standardization in Digital Publishing Technology

Despite substantial national investment in integration efforts, technological development systems remain deficient, characterized by limited functionality and insufficient innovation. Many systems can only operate independently after development and deployment, unable to achieve inter-system interaction, which hinders traditional publishing and new media integration. To elevate digital publishing technology standardization and achieve continuous improvement and regulation, strengthening connections between digital publishing systems and intensifying construction efforts is essential, potentially drawing on advanced international experiences adapted to local conditions.

4.3 Improving Publishing Mechanisms

Traditional publishing's print model suffers from slow speed and low efficiency, offering no competitive advantage in market competition with new media. Successful integration requires forward-looking perspectives and comprehensive planning, continuously innovating and upgrading existing management mechanisms to expand management scope and overcome traditional publishing limitations. Specific measures include: (1) integrating traditional publishing with electronic processes, enabling editors to review and proofread content through online platforms to improve efficiency and quality; (2) addressing traditional publishing's resource limitations by leveraging new media advantages to develop digital resources and improve digital copyright management processes; (3) expanding operational channels to ensure digital copyright sales activities strictly comply with regulations; and (4) strengthening supervision and management of digital publishing. Given digital publishing's relatively short development history in China, numerous practical issues persist. Although many publishers continuously revise publishing contracts and terms, rights infringement remains common, necessitating improved laws and regulations and serious treatment of violations.

4.4 Creating a Favorable Environment for E-book Development

Despite new media's rapid development and widespread e-book reading habits, e-books still account for a relatively low proportion of the overall book market. International research indicates that e-books have achieved extensive promotion

and can generate substantial revenue for traditional publishing. Amazon's e-book brand, for example, has achieved notable success in the Chinese market. From a developmental perspective, the e-book market retains significant potential and represents both an inevitable requirement for traditional publishing-new media integration and a crucial breakthrough opportunity. Proactive efforts should promote e-book development through comprehensive market research, reasonable pricing mechanisms, and standardized e-book management systems. This approach can satisfy public demand for book information access while promoting e-book development in China.

4.5 Cultivating Digital Publishing Talent

The integration of traditional publishing and new media constitutes fundamental reform, during which talent shortage represents a significant challenge. With its long history in China, traditional publishing employs many professional editors who lack deep understanding of new media technologies, current industry developments, and resistance to new concepts. Conversely, new media's short development history means it lacks professionals with profound traditional media knowledge, creating integration obstacles and an imperfect talent system. To address this, integrated development must prioritize composite talent cultivation through: (1) intensifying training for traditional publishing professionals to move beyond their comfort zones, understand industry trends, recognize new media's positive role, master new media technologies and concepts, and embed integration as a core philosophy in daily work to build modern publishing teams; (2) strengthening exchanges between traditional publishing professionals and new media through regular 交流活动 and discussion meetings to strategize traditional publishing development; (3) establishing partnerships between traditional publishing and universities to cultivate and recruit editorial, management, and marketing talents, ensuring universities continuously supply talent to meet media industry development needs; (4) developing talent management mechanisms—including incentive systems and performance evaluation—to fully mobilize practitioners' enthusiasm and reward outstanding employees; (5) elevating recruitment standards by transparently posting job information online and prioritizing experienced, highly skilled candidates to inject new vitality into digital publishing teams; and (6) enhancing technical exchanges to enable traditional publishing and new media staff to understand each other's work content and processes, creating favorable conditions for integration.

4.6 Eliminating Barriers Between Traditional Publishing and New Media

Numerous differences between traditional publishing and new media require consideration and resolution during integration. For instance, business promotion often involves complex approval processes. Since traditional and new media belong to different departments with substantially different management approaches, cross-departmental requests for certain permissions require reporting

to higher-level leadership. To address this and accelerate integration, information exchange processes must be simplified to further enhance integration effectiveness.

Conclusion

New media represents a product of its time, satisfying diverse reader needs while squeezing traditional publishing's market space. To promote China's publishing and media industries, traditional publishing and new media must integrate their development. Importantly, this involves not simply adding the two together but achieving deep integration across concepts, content, technology, publishing processes, marketing, organizational structure, media platforms, and talent to enable high-quality, efficient, large-scale information dissemination. Professionals in both traditional publishing and new media must advance with the times, transform their conceptual frameworks, recognize integration's importance, continuously enhance personal competencies and professional capabilities, innovate working methods, and drive effective integration to propel China's media industry toward leapfrog development.

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

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