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## Reflections on Talent Cultivation for Convergent Publishing in the Context of Informatization: Postprint

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### Abstract

This article provides an overview of integrated publishing and integrated publishing professionals, and briefly analyzes the necessity of cultivating integrated publishing talent in the context of informatization. As an editorial professional in the publishing industry, it is essential to comprehensively grasp the training objectives, talent philosophy, and cultivation methods for integrated publishing professionals, and to use this as a foundation for achieving continuous personal growth and development, striving to become a qualified integrated publishing professional in the new era. This holds significant positive implications that cannot be overlooked for both individual career development and the progressive development of the entire publishing industry. Therefore, it is highly necessary to explore effective strategies for cultivating integrated publishing talent within the context of informatization.

### Full Text

## Reflections on Cultivating Integrated Publishing Talents in the Context of Informatization

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**Abstract:** This paper provides an overview of integrated publishing and the corresponding talent requirements, briefly analyzing the necessity of cultivating integrated publishing talents in the context of informatization. As an editor in the publishing industry, it is essential to comprehensively grasp the cultivation objectives, perspectives on talent, and training methods for integrated publishing professionals, and to achieve continuous personal growth and development on this basis, striving to become a qualified integrated publishing talent for the

new era. This holds significant positive meaning for both individual career development and the progressive advancement of the entire publishing industry. Therefore, exploring effective strategies for cultivating integrated publishing talents in the informatization context is highly necessary.

**Keywords:** informatization; integrated publishing talent; editing and publishing major; traditional communication model; media convergence

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With the advent of the integrated publishing era, traditional publishing industry professionals can no longer fully meet the needs of the times and industry development, nor can they provide stable and reliable momentum for the development of integrated publishing. Especially in the context of informatization, the development of traditional publishing faces numerous obstacles and difficulties, making it imperative to move toward integrated publishing while requiring a large number of integrated publishing talents as foundational support. Therefore, researching the cultivation of integrated publishing talents in the informatization context is not only necessary but also holds significant importance for the entire publishing industry, media industry, and the development of the converged media era.

### 1.1 Integrated Publishing

The rapid rise of new media has profoundly impacted traditional communication models across multiple domains. As new media continues to evolve, the era of media convergence has quietly arrived. The comprehensive integration of various media with different characteristics and complementary strengths to build a new media convergence system featuring resource integration, content compatibility, mutual promotion, and shared benefits represents a crucial direction for contemporary media communication development. Against this backdrop, traditional publishing models have been shaken, with the industry's ecology, business forms, and product patterns gradually changing, and the relationships among communication, education, and publishing being reconstructed [1]. The deep integration of traditional publishing and emerging publishing has formed integrated publishing, which emphasizes the digital transformation of content production models, operational processes, communication carriers, and learning formats. This emerging publishing model differs significantly from traditional publishing, and their organic integration can explore various integrated publishing models including all-media publishing, "traditional publishing +", and relationship publishing. It focuses on leveraging advanced technologies such as

big data, cloud computing, QR code recognition, AR, and VR to facilitate the organic integration of traditional and emerging publishing, while utilizing communication tools like WeChat, Weibo, and various mobile apps to innovate communication models, accelerate the reconstruction of a new round of publishing formats, and promote the upgrading and transformation of publishing content, carrier services, and distribution. Publishing carriers have extended from computers to mobile devices, publishing services have evolved from single product services to diversified content-based services, and from tangible to intangible services. Publishing distribution now relies on deep mining of reader data, continuously improving product supply channels, with platform-based book sales models emerging to promote the integration of online and offline channels. All these represent new publishing business models rapidly emerging under the integrated publishing framework [2]. Beyond this, integrated publishing is also reflected in content convergence, channel convergence, talent convergence, and other aspects, requiring comprehensive and reasonable measures to promote effective publishing integration, emphasizing organizational restructuring and management process reengineering, in order to truly build a multi-medium, interactive, and scenario-based integrated publishing system and achieve a full-industry-chain reconstruction of integrated publishing business models.

## 1.2 Integrated Publishing Talent

In the process of integrated publishing development, the corresponding requirements for publishing talent have undergone comprehensive innovation and change. Under the traditional publishing model, publishing professionals only needed to master specialized content and possess certain market insight. However, integrated publishing talents must, on this foundation, possess good digital publishing technology, resource integration capabilities, and product development capabilities to meet the more specialized and broadened industry requirements. Overall, integrated publishing talents should possess three key qualities: First, cross-media thinking. Integrated publishing represents the comprehensive integration of technology, content, and channels. With effective 跨越 between different media, the boundaries of traditional publishing will gradually broaden, meaning the traditional publishing system centered on single paper-based content production will be completely reformed. Correspondingly, integrated publishing talents need to understand the connotations and characteristics of different media, possess good cross-media thinking, awareness, and capabilities, and be able to adjust and optimize content presentation forms according to the characteristics of different media to truly achieve integrated content production, diversified release, and multi-channel communication, thereby further expanding the coverage of reading products. Second, innovation consciousness and capability. On the one hand, publishing itself is a creative industry requiring publishing professionals to have strong innovation consciousness, enabling them to innovate in content production, communication channels, and forms to fully demonstrate creativity, effectively attract audiences, and continuously expand the audience base. On the other

hand, in the informatization context, the publishing industry is a typical innovative industry, with new technological ecosystems providing tremendous impetus for publishing reform, and integrated publishing representing a crucial direction for future publishing development. Against this backdrop, integrated publishing talents should possess the spiritual motivation to be brave in innovation and adept at learning [3]. Third, comprehensive management capabilities. Compared with traditional publishing, integrated publishing is more complex, widely reflected in content production channels, communication forms, application of advanced technologies, market management, and other aspects. Integrated publishing talents not only need good professional knowledge and skills but also require a comprehensive, integrated, and holistic understanding of the entire publishing work across other dimensions, combining product thinking, market operations, and organizational coordination capabilities to comprehensively optimize management and better support integrated publishing development.

## **2. Necessity Analysis of Cultivating Integrated Publishing Talents in the Informatization Context**

The cultivation of integrated publishing talents actually reflects the convergent development trend of the publishing industry. In the informatization context, public reading habits and demands have undergone tremendous changes, with mobile reading gradually becoming the most popular reading format. Correspondingly, the survival and development of traditional publishing have been hugely impacted, with the number of traditional paper book readers declining significantly. Many people have become accustomed to obtaining needed information through internet channels and no longer favor the relatively monotonous content and format of paper-based reading. In the informatization context, the number of users reading digital content continues to increase, simultaneously demonstrating obvious phenomena of diversified reading method demands, massive reading content demands, and personalized reading demands. Traditional publishing can no longer meet actual needs, resulting in the loss of a large number of paper book users and the gradual shrinking of the retail market share for book publishing. Meanwhile, due to weak technological competitiveness, inadequate construction of digital publishing platforms and convergence channels, and other reasons, traditional book publishing finds it even more difficult to compete with various new internet book e-commerce platforms and original literature websites, making it imperative to actively explore new development paths [4]. As an important way for the publishing industry to embrace information technology and diversified media in the new era, integrated publishing represents the main development trend of the industry. Against this backdrop, strengthening the cultivation of integrated publishing talents naturally becomes highly necessary. Only by building a high-quality, comprehensive integrated publishing talent team can we fully meet the demands of integrated publishing development in the informatization context and provide necessary impetus for the innovation, upgrading, and transformation of the publishing industry.

### 3.1 Clarifying Training Objectives Based on Publishing Talent Demands

The cultivation of integrated publishing talents must be deeply integrated with industry development to ensure the effectiveness of training work and truly deliver a large number of outstanding talents to the publishing industry. To this end, it is necessary to actively deepen the internal connection between integrated publishing and talent cultivation, accurately grasp the development direction and strategies of integrated publishing, and further optimize talent training models based on this foundation. In the informatization context, integrated publishing development cannot be separated from good policy environment support, digital book publishing platform construction, leadership from publishing groups, transformation and upgrading of publishing formats, and characteristic development of publishing. Corresponding talent cultivation should also take these aspects as important references to comprehensively explore effective paths for talent training and delivery. The demand for publishing talents currently exhibits characteristics of diversification, stratification, and capability integration, which are essentially the basic features reflected in the development of the integrated publishing industry itself.

First, analyzing from the diversification characteristic: Publishing enterprises currently in the process of innovation and transformation have significantly reduced the proportion of traditional positions such as distribution personnel, art editors, and responsible editors in their recruitment, while the proportion of positions that accounted for a small share in traditional publishing—such as product managers, operation specialists, and new media editor-technicians—has significantly increased. Moreover, entirely new positions not included in traditional publishing have emerged, including digital development and new media marketing. This demonstrates that to adapt to the new development situation, the publishing industry requires more diversified integrated publishing talents, necessitating collaborative work across multiple positions to ensure the smooth and efficient progress of integrated publishing work.

Second, analyzing from the stratification characteristic: The cultivation and management of integrated publishing talents are more stratified, generally presenting a pyramid-shaped talent demand structure. Among them, the demand for foundational talents is huge, while the demand for middle-level management talents and high-level decision-making talents gradually decreases, with higher-level talents requiring stronger professional characteristics and more comprehensive comprehensive quality requirements.

Finally, analyzing from the capability integration characteristic: Under the integrated publishing background, there is obvious overlap in capability requirements for different positions, with the boundaries of professional division becoming increasingly blurred. Often, personnel in one position need to possess knowledge and skills in multiple fields and specialties to effectively promote the comprehensive integration of traditional publishing and emerging publishing [5].

### 3.2 Building and Implementing a “Publishing +” Talent Philosophy

Accurately grasping publishing formats and comprehensively analyzing the entire industry’s activities to understand the innovation and changes in the publishing industry under the informatization context will help build a talent philosophy that better fits the times and facilitates the effective cultivation of integrated publishing talents. In today’s society with comprehensive internet coverage, the publishing industry has formed an amateur economy format, where content appreciators and content creators are no longer opposing identities but rather integrated entities. Readers can become disseminators of reading content and can also actively serve as producers. Building a knowledge production and content creation system with universal participation through internet platforms can effectively deepen cultural interaction and provide necessary audience support for integrated publishing development. Under this amateur economy format, the publishing industry needs to take the initiative to actively explore effective paths for building amateur groups while constructing a “Publishing +” talent philosophy, adhering to publishing fundamentals while adapting to the transformation trends of knowledge production methods in the internet era [6]. It is necessary to actively innovate talent training models, reasonably abandon defects and problems in traditional training models, and cultivate a team of integrated publishing talents with firm professional ideals and social responsibility, profound theoretical cultivation and continuously expanding “Publishing +” editorial basic skills, ingenious innovation capabilities, and superb organizational management abilities.

### 3.3 Accurately Grasping Industry Development Direction

There is a close connection between talent cultivation and industry development. On the one hand, the former can provide fundamental momentum for the latter; on the other hand, the latter can guide the implementation of the former. Only by accurately connecting and organically integrating integrated publishing talent cultivation with integrated publishing format development trends can we ensure consistency in their pace and fundamentally avoid the disconnection between talent cultivation and industry development. In the informatization context, publishing formats have undergone earth-shaking changes, with demand for integrated publishing talents gradually increasing and demonstrating obvious diversified characteristics. On the one hand, positions such as content supply, publishing market research, publishing legal services, and publishing management and marketing, which were less in demand in traditional publishing, have gradually become popular talent cultivation directions. On the other hand, a large number of new information-based and digital talents have gradually become the outstanding talents needed for publishing industry development in the converged media era [7]. Overall, cultivating compound, practical, and innovative publishing talents is an important direction for current integrated publishing talent cultivation and development, representing a talent cultivation demand formed based on the industry development orientation. Both publish-

ing enterprises and individual editors should attach great importance to this, actively adopt reasonable measures to promote the organic integration of industry development and integrated publishing talent construction, and form a more feasible scientific talent team building system.

### 3.4 Clarifying Comprehensive Quality Requirements for Integrated Publishing Talents

Integrated publishing work in the informatization context possesses both cultural and commercial attributes, which are not in conflict but rather have a mutually beneficial and promotive relationship. Essentially, the content produced by publishing work is both a product to meet the public's spiritual and cultural needs and a product to meet market demands—these two points are not absolutely contradictory. For a long time, some publishing enterprises have misunderstood content production and marketing, believing them to be opposing parts: that pursuing economic benefits requires abandoning cultural connotations, while expressing cultural ideas requires giving up market opportunities. This is also the main reason why the publishing market has long been dominated by publications that excessively cater to the public. In reality, integrated publishing is not only the integration of various media, communication channels, content, and forms but also the integration of cultural pursuit and economic benefits. On the one hand, market economic benefits can inject necessary momentum into market prosperity, thereby supporting the expression of cultural ideas. On the other hand, cultural connotations help improve the overall cultural level, aesthetic level, and ideological cognition of audiences, thereby attracting more loyal audiences to the publishing market. In the informatization context, integrated publishing needs to balance both the cultural industry attributes of content production and the commercial industry attributes to maximize the market competitiveness of publications and compete with e-commerce platforms and online original literature platforms [1].

This means that the corresponding integrated publishing talent cultivation also needs to advance with the times, proposing requirements for publishing personnel's comprehensive quality from both cultural and commercial levels. Integrated publishing talents in the new era must possess high-level editorial professional knowledge and skills, basic capabilities in publishing distribution, promotion, marketing, and management, and must keep up with publishing industry development trends. They should understand and master content such as digital publishing, new media publishing, publishing laws and regulations, publishing marketing and management, and Chinese and foreign editing and publishing history. Publishing enterprises need to propose systematic and clear index-based requirements for the comprehensive quality of integrated publishing talents and carry out corresponding personnel recruitment, assessment, and training based on these requirements to gradually build a team of integrated publishing talents that fully meets the needs of new-era industry development. Editors should also establish correct lifelong learning awareness, persist in self-

improvement, continuously understand the latest integrated publishing-related information, regularly conduct comprehensive assessments of their own abilities, promptly identify their shortcomings, and formulate reasonable and effective development plans to gradually achieve steady improvement in comprehensive quality. In more integrated publishing contexts, editors should not only master essential basic knowledge and skills but also understand e-book marketing, digital editing, online editing, digital publication planning, and internet thinking to achieve their personalized development and better adapt to integrated publishing development demands [8].

### 3.5 Providing Good Practice Opportunities

The cultivation of integrated publishing talents is a long-term endeavor. On the one hand, integrated publishing development itself has strong uncertainty, requiring continuous adjustment of talent cultivation objectives, directions, plans, and models based on actual development conditions. On the other hand, integrated publishing places higher demands on the comprehensive quality of relevant personnel, making it impossible to achieve rapid and significant improvement in their comprehensive quality within a short time. Therefore, the implementation of integrated publishing talent cultivation must be prepared for a protracted effort. Taking the cultivation and development of information technology literacy as the foundation, we should promote the informatization development of the publishing industry while gradually developing good information awareness and improving information technology operation levels among publishing personnel. On this basis, providing good practice opportunities allows publishing personnel to continuously explore and develop through long-term practice, making the protracted effort truly substantive rather than a mere formality. By building industry alliances, constructing industry-academia-research linkage mechanisms, and experimenting with multi-platform publishing models, as well as through further training and education, publishing personnel can have more opportunities to achieve comprehensive quality improvement in their work practice.

In summary, the cultivation of integrated publishing talents reflects the development needs of publishing formats in the new era and is key to effectively promoting innovation, transformation, and upgrading in the publishing industry. In this new context, it is essential to determine the objectives for integrated publishing talent cultivation, establish a talent philosophy that aligns with industry development needs, strengthen industry guidance and enterprise orientation while encouraging practitioners to actively achieve self-improvement and development, and build and gradually improve a comprehensive and integrated talent cultivation system based on actual industry conditions to continuously inject vitality into the healthy and sound development of the publishing industry.

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

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