

## How Book Editors Oversee Postprint Content Dissemination in the Digital Publishing Era

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

### Abstract

The advent of the digital publishing era has increasingly diversified the channels through which people access information, particularly with the vigorous development of new media such as smartphones and e-readers, which has fundamentally transformed people's reading modes and habits. To cater to market demands and reader needs, book publishing has become inundated with large quantities of vulgar and unsavory content involving violence, extramarital affairs, feudal superstitions, and similar themes. However, the ideological attribute and cultural attribute of books determine that they cannot be equated with ordinary commodities. Therefore, it is essential to continuously strengthen editors' sense of responsibility without complacency. In practical work, editors, as the hub of book publishing, must earnestly undertake their cultural responsibilities and political responsibilities, foster an awareness of excellence, and contribute to the dissemination of mainstream social values and the excellent culture of the Chinese nation.

### Full Text

## How Book Editors Should Control Communication Content in the Digital Publishing Era

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**Abstract:** The advent of the digital publishing era has diversified the channels through which people access information. In particular, the robust development of new media such as mobile phones and e-readers has fundamentally transformed reading methods and habits. To cater to market demands and reader preferences, book publishing has become saturated with vulgar content involving violence, extramarital affairs, feudal superstitions, and other lowbrow material. However, the ideological and cultural attributes of books distinguish

them from ordinary commodities. Therefore, it is imperative to continuously strengthen editors' sense of responsibility without complacency. In practice, editors serve as the central hub of book publishing and must earnestly shoulder their cultural and political responsibilities, cultivate quality consciousness, and contribute to disseminating mainstream social values and the excellent culture of the Chinese nation.

**Keywords:** digital publishing; book editor; sense of responsibility; quality consciousness; communication content

**Chinese Library Classification:** G214.1

**Document Code:** A

**Article ID:** 1671-0134(2021)05-064-02

**DOI:** 10.19483/j.cnki.11-4653/n.2021.05.019

**Citation Format:** Li Yan. How Book Editors Should Control Communication Content in the Digital Publishing Era[J]. China Media Technology, 2021(05): 64-65.

With the rapid development of internet and information technology, publications—particularly book publishing—have demonstrated a rapidly evolving trend in the application of new technologies, editorial process optimization, and editor-reader interaction during the editing and production process. In the digital publishing era, while online reading has grown rapidly, it increasingly exhibits tendencies toward vulgarization and superficiality. For instance, so-called “male fantasy, female harem, time-travel tomb-raiding, and boys’ love” genres have become prevalent in the book market, [2] with some works even saturated with themes of extramarital affairs, incest, violence, and political intrigue. Such harmful content not only fails to nourish readers’ minds but also negatively impacts the physical and mental health of adolescents. Editing activities constitute the central link in book publishing, and apart from relying on authors, editors’ personal wisdom and cultural literacy are crucial to a book’ s quality. Therefore, it is necessary in the digital age to reaffirm book editors’ cultural responsibility consciousness, consciously uphold core socialist values and Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, strive to correct unhealthy reading tendencies among the public, and actively promote positive and healthy reading behaviors to counteract the vulgar and superficial influences brought about by the proliferation of internet culture. This requires editors to enhance innovation in topic selection planning and guide authors to produce high-quality, culturally rich, and healthy literary works.

In the context of market economy development, we increasingly emphasize the commodity attributes of books, focusing excessively on their economic returns. Whether a book sells well after entering the market has become a key metric for evaluating editors. However, the ideological and cultural attributes of books distinguish them from ordinary commodities. Editors serve as gatekeepers of book products and play a vital role in topic selection planning and manuscript review. Therefore, even in the digital publishing era, continuously strengthening editors’ sense of responsibility remains essential.

## **1. Strengthening Editors' Cultural Responsibility Awareness**

Book publishing constitutes an important component of human cultural production and represents a social manifestation of human cultural creative achievements. It can be said that book publishing has been intimately connected with the inheritance and dissemination of human culture since its inception. [1] Consequently, while books possess commodity attributes, they also have special characteristics. They embody the attribute of inheriting human spiritual culture, represent the manifestation of human cultural achievements, and concern the nourishment of the human soul. In China, book publishing not only bears important functions of cultural service and exchange but also shoulders the significant mission of building a harmonious socialist society and disseminating advanced culture. Once book products enter the market, they influence the value orientation and life concepts of numerous readers while also driving cultural transformation and progress.

## **2. Strengthening Editors' Political Responsibility Awareness**

Regardless of how market-oriented publishing institutions become, they must not overlook the inherent ideological attributes of books. This requires editors to perform political gatekeeping throughout all stages of book publishing, including topic selection planning and manuscript review, and to master the orientation of public opinion in book publishing. Specifically, the following political gatekeeping points should be observed in practice.

### **2.1 Avoiding Erroneous Political and Ideological Viewpoints in Book Publishing**

Due to limitations in personal understanding or influence from foreign ideologies, some authors deliberately use the guise of discussing issues to spread erroneous political and ideological viewpoints to readers. For example, they may attribute unavoidable problems in social development to national policies, question and deny the Four Cardinal Principles, deny the Party's history, or blindly worship Western democracy and freedom.

### **2.2 Strictly Prohibiting Disclosure of State Secrets and Endangering National Security in Book Publishing**

Any content involving military themes such as national defense construction and armed forces; ethnic and religious policies such as respecting the religious beliefs and customs of minority groups; Party documents and historical archives; major national policy decisions; and foreign affairs and diplomatic activities must be carefully examined when appearing in manuscripts. Editors must strictly comply with the "Press and Publication Secrecy Regulations" to determine whether

state secrets are involved. When uncertain, they should rely on judgments from authoritative departments to ascertain whether the content falls under major topic categories and submit topic selection applications according to procedures, launching projects only after approval from relevant departments. For military themes, editors must particularly verify whether the publishing house possesses the necessary publishing qualifications.

### **2.3 Strictly Prohibiting Promotion of Cults, Superstition, or Incitement to Crime that Harms Social Morality**

In the digital publishing era, as competition in the publishing industry intensifies, some publishing institutions resort to desperate measures to gain market share. Their published content is not only vulgar but also violates social morality, seriously endangering the physical and mental health of adolescents, causing ideological confusion in society, and disrupting correct public opinion orientation. Therefore, editors must be adept at distinguishing truth from falsehood, discarding the dross and selecting the essential, eliminating ideological dregs in books, adhering to the promotion of socialist advanced culture, and striving to publish quality books that benefit readers and society.

## **3. Strengthening Editors' Quality Consciousness**

Digital technology has brought rich and diverse external forms to publications, but as a component of the cultural and creative industry, the essential attribute of the publishing industry remains the cultural connotation and ideological level of published products. Nowadays, the variety of new books on the market is increasing, with China publishing hundreds of thousands of book titles annually. However, most are fleeting products, with few original quality books and even fewer masterpieces that truly guide mainstream social culture, nourish the public soul, and endure through generations. Ge Jianxiong, former director of Fudan University Library, has stated that every time he selects books for the library, he believes at least 60-70% of books are marginal in terms of necessity, and by his personal selection standards, 90% of books are non-essential. [3] The reason lies in that, under the pressure of rapid market economic development and enterprise restructuring of publishing units, the publishing industry pursues quantity and speed to market, while editors relax their content selection and gatekeeping standards for book products and weaken their consciousness of creating quality books.

For years, China has implemented a cultural powerhouse strategy, insisting on taking outstanding culture global and widely disseminating the fine traditions and folk customs of the Chinese nation worldwide. This requires a large number of meticulously crafted quality books, which is also the key to publishers' success in market competition. To produce quality books, editors must achieve the following:

### 3.1 Proactive Information Capture Awareness

In the knowledge economy era, all aspects of our work, study, and life are closely related to information. Apart from the internet, books remain an important channel for people to obtain information. As book editors, they must possess a strong awareness of information capture. Only by mastering sufficient information, organizing and systematically analyzing it through comprehensive scientific methods can they extract unique and novel content from the vast ocean of information, thereby gaining inspiration for topic selection planning and ultimately launching carefully crafted works that both meet reader expectations and possess social significance. [4]

### 3.2 Market Awareness Oriented Toward Society

Currently, one of the focal points of competition among publishers is topic selection. Those who excel in topic selection are more likely to achieve higher market returns. To gain an edge in topic selection, editors must accurately grasp market trends and reader psychology. This requires book editors to enhance market awareness and improve their ability to analyze and predict market trends. They cannot simply sit at their desks reading manuscripts; they must also care about reader needs and analyze market directions for books. Only in this way can they potentially plan topics that meet market demands [5] and ultimately construct a valuable, high-quality, and in-depth reading culture system, contributing to the cultural powerhouse strategy.

In recent years, with the development of the digital age, the publishing industry has shown rapid changes. To secure a position in fierce competition, many publishing enterprises have begun diversifying their operations, busy expanding scale and going public, yet forgetting the social responsibilities and cultural missions editors shoulder. This has resulted in some unsightly books flowing to market from their hands, seriously misleading readers and causing adverse social impacts. Therefore, against the backdrop of deepening reform and opening-up and economic structural transformation and upgrading in China, it is necessary to reiterate book editors' sense of responsibility, reinforcing their cultural responsibility consciousness, political responsibility consciousness, and quality consciousness, making the publishing industry an important front for promoting socialist advanced culture.

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

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