

Research on Diversified Paths for Book Editing in the Era of Media Convergence: Postprint

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Abstract

Benefiting from China's rapidly developing internet infrastructure system and continuously upgrading internet application ecosystem, the nation's media morphology has gradually evolved from the "traditional media era" to the "converged media era," which is typified by the interactive deployment of multiple foundational media, including satellite communication, information networks, broadcast media, television media, and mobile terminals. This paper adopts the analytical perspective of "infrastructure determines the upper limit of performance, while practical demands drive business transformation" to examine the practical issue of diversified pathways for book editing in the converged media era, and undertakes necessary quantitative analysis and abstract modeling for select research components.

Full Text

Preamble

Title: Research on Diversified Paths for Book Editing in the Converged Media Era

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Abstract: Benefiting from China's rapidly developing internet infrastructure system and continuously upgrading internet application ecosystem, the country's media landscape has gradually evolved from the "traditional media era" into the "converged media era," characterized by the interactive use of multiple foundational media including satellite communications, information networks, broadcast media, television media, and mobile terminals. This paper adopts the perspective that "infrastructure determines the upper limit of efficiency, while real-world demand drives business transformation" to analyze the practical issue of diversified paths for book editing in the converged media era, conduct-

ing necessary quantitative analysis and abstract modeling for select research content.

Keywords: converged media; traditional media; print media; book editing; internet thinking

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1. Overview of Converged Media Era and Current State of Book Editing Paths

The concept of “converged media” is a dynamically expanding one, with its connotation and denotation continuously updated alongside the development of information communication technologies and the construction of related infrastructure systems. Initially proposed and applied to meet the operational and promotional needs of media companies, the concept was subsequently widely adopted and enriched by academia and the media industry. The American media and homemaking service company MSLO (Martha Stewart Living Omnimedia), driven by business needs, bundled its websites, TV programs, radio programs, magazines, newspapers, and books for sale, naming this service “converged media information” service. Of course, when viewed against current media industry development standards, MSLO’s service merely integrated most traditional media businesses to serve users uniformly, making “multimedia service” a more appropriate designation. [1] The “converged media information service” concept proposed by MSLO three decades ago was a forward-looking notion that inadvertently articulated the overall development trend of the global media industry in the internet age.

With the continuous extension of internet infrastructure in both depth and breadth, the media industry has in fact entered the “converged media era,” with its main characteristics reflected in two aspects: information media and coverage scope. (1) **Information Media:** Media organizations can provide audiences with diverse forms of services including print publications, electronic publications, multimedia audio-visual resources, broadcast & television & film, online information, and mobile terminal content through multiple information delivery channels. (2) **Coverage Scope:** From a temporal dimension, converged media era organizations can provide audiences with 24/7 continuous multi-form information services; [2] from a spatial dimension, media institutions can achieve comprehensive coverage of most regions and nearly all populations by relying on internet infrastructure, modern logistics systems, and public service platforms; from a customer needs dimension, intelligent content push based on artificial intelligence and big data technologies can be dynamically adjusted according to audience preferences.

The converged media era has profoundly impacted the book publishing industry. This study selects the current book product database of an educational publishing house as the research object, obtaining basic book product information datasets through “keyword search + category search,” then removing extreme data and outdated book data before conducting statistical analysis to generate reports.

Sampling Statistics of Books from a Publishing House in the Converged Media Era

The statistical analysis data in Table 1 partially reflects the current state of book editing paths in the converged media era: (1) Current book editing paths remain dominated by traditional print media editing, with electronic books accounting for a low proportion (16.31%), indicating tremendous development potential for electronic editing paths. (2) Textbook publications are gradually transitioning from print-dominated editing to a dual-track system of “print media + electronic books,” as evidenced by the substantial gap between the electronic conversion rate for “Eleventh Five-Year textbooks” (13.59%) and “Twelfth Five-Year textbooks” (33.09%). (3) The electronic conversion rate for science and engineering books (Computer 22.91%, Engineering 19.22%) is significantly higher than for cultural and social science books (Society 7.29%, English 10.30%, Culture 9.78%), fully demonstrating the validity of the conclusion that “real-world demand drives business transformation.”

2.1.1 Internet Thinking Facilitates Upgrading of Print Book Editing Paths

In the traditional media era, book editing was essentially equivalent to “print media” editing, with its path summarized in three steps: content editing, two-dimensional space planning, and content verification. (1) **Content Editing:** In the traditional media era, content editing was primarily initiated by the publishing house, with editors contacting authors to complete book framework design and related content editing according to publication plans. [3] (2) **Two-Dimensional Space Planning:** In the traditional media era, paper was the sole carrier of book content, requiring editors to expend considerable effort planning paper size, text, and image layout to ensure content could be neatly and orderly arranged on pages. (3) **Content Verification:** This includes two dimensions—symbol verification and ideological verification. Symbol verification focuses on correcting non-standard character usage and typographical errors, while ideological verification focuses on correcting “radical” content that does not meet government requirements.

In the converged media era, information terminals have become important tools for audience reading. Even when publishers do not provide electronic materials, numerous third-party organizations will supply them, making information terminal reading of electronic books one of the most important reading methods. The extensive use of information terminals has objectively promoted deep inte-

gration between “internet thinking” and book editing work. Internet thinking in book editing can be summarized as “index thinking and systems thinking” : (1) **Index Thinking:** In the converged media era, various storage systems and information platforms provide solid material foundations and technical reserves for print book content expansion. From an index thinking perspective, print books not only carry substantial content but also embed index information that guides audiences to navigate the “converged media information world.” Book editors must first comprehensively classify book content, placing core content in print books while locating extensive supporting resources on information platforms. Editors inject resource index information—such as URIs (Uniform Resource Identifiers), barcodes, or QR codes—at appropriate locations in print books to facilitate audience access to supporting resources. (2) **Systems Thinking:** In the traditional media era, book editing focused on print books, making supporting resource library construction unnecessary. In the converged media era, editors must establish “systems thinking,” expanding editing work from pure print book editing to the creation of a comprehensive “print book + supporting resources + service platform” system.

2.1.2 Research on Electronic Transformation of Print Book Editing Paths

The converged media era has profoundly promoted the popularization of electronic transformation trends in print book editing, with the new path of “print book + supporting resources + service platform” gradually becoming mainstream. The print book editing path in this era can be summarized in several steps: content planning, print book planning, supporting resource planning, resource index injection, and information platform docking. [4]

Model 1: Electronic Transformation Model for Book Editing Paths in the Converged Media Era

Step 1—Content Planning: Editors and authors jointly research and determine book content and presentation forms.

Step 2—Print Book Planning: Based on content length, optimal presentation form, importance, and content modification cost, book content is divided into print book content and supporting resources. Print book content is carried directly by the print book, while supporting resources are presented through embedded resource indexes.

Step 3—Supporting Resource Planning: Editors plan the specific content, presentation forms, and platforms for supporting resources, and determine how to embed them into print books.

Step 4—Resource Index Injection: Resource index information is injected at appropriate locations in print books through text hyperlinks, QR codes, barcodes, etc.

Step 5—Information Platform Docking: Generally, editors do not participate in constructing supporting resource information platforms but must discuss with platform maintenance teams regarding storage methods, resource acquisition methods, and supporting service details.

2.2 Research on Multi-Platform Universal Paths for Book Editing in the Converged Media Era

Whether in traditional or converged media eras, book editing comprises three components: content writing, format adjustment, and structural design. [6] (1) **Content Writing:** Primarily involves writing text content, image content, and resource indexes, generally completed jointly by editors and authors. (2) **Format Adjustment:** Involves text formatting, image formatting, and layout, generally completed by editors. (3) **Structural Design:** Involves document structure design and content integration. Editors must first accurately describe the book's logical structure using formalized language, then associate book content with the logical structure model.

Structural design is a critical yet often overlooked component. The absence of this 环节 is the main factor causing editors to repeatedly adjust text and images and reformat for different document formats. [7] The key to solving these problems lies in constructing multi-platform universal paths for book editing in the converged media era (hereinafter “Universal Path A”), with book structural design being an indispensable component. From a logical structure perspective, an entire book can be viewed as a collection of content information, structural information, and format control information—content is the flesh, structure is the skeleton, and format control is the decoration. A book must contain at minimum elements such as cover, table of contents, chapters, paragraphs, text, images, and resource indexes, which combine and nest to form basic content and display in various forms under format control constraints.

Model 2: Logical Model of Book Overall Structure

```
<document>
  <cover>Cover</cover>
  <catalogue>Table of Contents</catalogue>
  <chapters id="chapter collection">
    <chapter sequence="n (n=1,2,3,...)" id="chapter identifier">
      <paragraph sequence="m (m=1,2,3,...)" id="paragraph identifier">
        <element sequence="p (p=1,2,3,...)" type="text\image\resource index..." id="element
          // Specific element content
        </element>
      </paragraph>
    </chapter>
  </chapters>
  <extra_{info}>Additional information (publishing information, tax information, management
</document>
```

Model 3: Logical Model of Book Format Control

```
<style>
  <control_{type}>Control type (based on element type # based on element id)</control_{type}>
  <control_{sn}>Element identification information (element type # element id)</control_{sn}>
  <style_{info}>
    // Specific format control information
    // Color, size, layout information, relative position, absolute position, etc.
  </style_{info}>
</style>
```

Models 2 and 3 present logical models for book overall structure and format control. Based on these models, Universal Path A can be constructed: (1) **Preliminary Book Structure Design**: Complete cover design, table of contents design, and chapter design based on Model 2, filling in relevant information. (2) **Content Editing and Structure Refinement**: Editors and authors gradually complete book content writing and supplement relevant structural information into Model 2. (3) **Format Control Information Editing**: Write corresponding format control information for different element types and supplement into Model 3. (4) **Carrier Container Adaptation**: After completing editing of content, structure, and format control information, editors present this information through various containers such as print books, e-books, multimedia documents, and WeChat according to publisher requirements, performing local fine-tuning adaptation based on each container's inherent characteristics to achieve superior display effects.

The greatest advantage of Universal Path A lies in achieving reasonable separation between book content and carrier containers. [8] Editors control the overall book architecture by constructing logical structure models and associating them with specific content, ensuring consistent internal architecture regardless of container type. Format control information ensures stable basic presentation forms across different platforms, requiring only local fine-tuning adaptation. Universal Path A can further exert book compatibility and enhance editing efficiency.

3. Summary and Outlook

This paper adopts the perspective that “infrastructure determines the upper limit of efficiency, while real-world demand drives business transformation” to analyze strategies and construct abstract models for diversified paths of book editing in the converged media era, covering print book editing path efficiency improvement, electronic transformation paths, and multi-platform universal paths. In the converged media era, book editing must balance specific content, format control, logical structure control, and other factors to publish book products across different display platforms. As the internet world becomes deeply integrated with all aspects of human social life, the trend of book editing work transforming toward a “converged media model” characterized by “book entity + resource space + service platform” will become increasingly evident, triggering

profound transformations in book publishing business processes, product forms, and service models.

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

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