

# Feasibility Analysis of the All-Media Transformation and Upgrading of Academic Journals: Post-print

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## Abstract

With the rapid development of omnimedia, the developmental trajectory of academic journals has inevitably been profoundly impacted, encountering numerous challenges and consequently decelerating. In recent years, omnimedia technologies and products have evolved at an unprecedented pace, prompting academic journal publishers to undertake extensive explorations in omnimedia transformation and upgrading, yielding certain achievements. Although many publishers have recognized the imperative of omnimedia transformation, the progress of media integration in academic journals remains sluggish due to various influencing factors. This paper expounds upon the feasibility and necessity of omnimedia transformation and upgrading for academic journals from multiple perspectives, and proposes corresponding optimization strategies for transformation, aiming to provide references and developmental insights for the advancement of academic journals in China.

## Full Text

### 2.2 Enhanced Integration Awareness Among Traditional Academic Journal Publishers

Media convergence represents the integration of various media forms to ultimately achieve all-media dissemination. It serves as both a means and a developmental process—a transitional concept toward the final goal and form of all-media communication. This systematic undertaking requires media professionals to advance comprehensively across ideology, technology, products, formats, mechanisms, and user engagement. In the new internet era where everything functions as a medium, information dissemination patterns have undergone significant transformation. Simultaneously, with the rapid development of IoT, cloud computing, big data, and artificial intelligence, information channels have

become increasingly diversified and faster, making information ubiquitous and all-powerful. Media convergence has thus become a global strategy for media reform.

### **2.2.1 Facilitating Cultural Inheritance Through All-Media Transformation**

Culture and wisdom require inheritance, development, and broader societal dissemination. Academic journals have historically served as crucial carriers for cultural inheritance and development. In fact, the protection of ancient Chinese classics has been emphasized throughout dynastic history, making the preservation, inheritance, and development of excellent traditional Chinese culture our nation's tradition. The emergence of digital technology enables classic works to reach readers more quickly and conveniently through digital academic journals, thereby facilitating cultural inheritance and classic preservation.

### **2.2.2 Distinct Advantages of Traditional Academic Journal Integration**

Through years of accumulation, traditional academic journals have established complete and clear upstream-downstream industrial chains, with pronounced advantages in professionalism and credibility. However, as digitalization and informatization develop rapidly, people's access to information has become more diverse and convenient, consequently increasing their reading volume. Digital reading differs substantially from print book reading—page-turning, navigation, locating specific content, and note-taking are all more convenient. Yet this modern reading experience is not necessarily superior to print books [2]. Digital e-books feature more vibrant colors, which is beneficial but also causes greater eye fatigue. Additionally, electronic products can malfunction, and once storage devices fail, resources become difficult to recover. Compared to digital journals, print journals offer a noticeably slower reading pace, providing readers with more space for reflection. Therefore, to a certain extent, traditional academic journals still serve irreplaceable functions that digital journals cannot substitute. Integrating and unifying these formats can clearly maximize the advantages of academic journals and achieve better development.

## **2.3 Integrated Development of Academic Journals**

### **2.3.1 Rapid Development of Academic Journal Integration**

China's rapid development of digital and network technologies has created new opportunities for the all-media industry, with an increasing number of traditional cultural communication sectors entering the all-media domain. Under these circumstances, the transformation and development of traditional academic journals toward all-media has become an inevitable and unstoppable trend. Supported by national policies and driven by changes in the industry

environment, the traditional academic journal sector has achieved rapid transformational development, representing both an opportunity and a challenge. The content creation and publication processes of traditional academic journals share similarities with yet also differ from those of the all-media industry. Both feature topic selection and content solicitation procedures. However, numerous difficulties must be overcome in the digital transformation of traditional academic journals, such as constructing all-media channels and digitizing journal content. The digitalization of academic journals offers many benefits: it enables multi-user online collaborative editing, peer review, and content creation, streamlining and simplifying the content production process; it also provides more channels for content solicitation while making content publication and review more convenient.

### **2.3.2 Diversified Development of Academic Journal Integration**

The “transformation from public institutions to enterprises” has provided publishers with expanded development space, while modern enterprise management systems have offered greater support to traditional publishing. Publishers are no longer confined to conventional newspapers and journals but are gradually transitioning toward networking and digitalization [3]. The integration of traditional academic journals with new technologies—such as “academic journals + digitalization,” “academic journals + big data,” and “academic journals + AR + digitalization” —has fostered a new generation of academic journal enterprises, offering fresh development directions for traditional academic journals.

## **2.4 Feasibility Analysis of Traditional Academic Journals’ All-Media Transformation and Upgrading**

Regarding academic journal content, the Party Central Committee has pointed out the development direction for traditional academic journal enterprises. At the ideological level, the guiding principles of socialist cultural traditions must not be forgotten. The content quality advantage of traditional academic journals will become increasingly important in future development. Even after digitalization, this quality advantage remains the primary competitive edge for academic journals in the all-media industry, creating substantial reliance on traditional journal content control and publication. At the ideological level, the Party Central Committee has charted the course. The advantages of traditional academic journal content will become prominent in the future, and content quality must be ensured after digitalization—indeed, audited against even higher standards. It is necessary to create “premium products” ; only content that is meaningful and valuable to society truly deserves preservation, and this constitutes the fundamental mission of academic journals.

Academic journals are no longer primarily disseminated through traditional print media but now utilize more networked and digital channels. The coexistence of print and digital journals greatly enriches readers’ access to academic

journals, which holds significant meaning for broad dissemination. Artificial intelligence will also have a bright future in academic journal publishing. Big data and artificial...

### 3. Strategies for Traditional Academic Journals' All-Media Transformation and Upgrading

#### 3.1 Establishing Innovative Integration Concepts

The integration of traditional academic journals with all-media has become a consensus within the traditional journal industry, with all-media transformation increasingly recognized across the publishing sector. This also represents an exploration of social practice within academic journal publishing. Real-world development cannot be altered by human will. Since the 20th century, networks and media have experienced unprecedented expansion, greatly extending communication channels and reach. Since the emergence of new media carriers such as computers and mobile phones, the traditional newspaper and journal industry has suffered significant impact, with its decline clearly visible. Combining academic journals with the internet seems to offer a glimmer of hope for traditional academic journal enterprises. For the traditional academic journal publishing industry, following the development trend of the all-media sector—if you can't beat them, join them—remains an effective approach. After all, traditional academic journals possess tremendous advantages over new media in terms of content quality, authenticity, and reliability. Their longstanding commitment to content quality has become deeply rooted in people's minds—an asset new media enterprises lack. Phenomena such as “clickbait” have long aroused user dissatisfaction, and people are calling for higher-quality media products. This represents both a development opportunity and a challenge for traditional academic journals.

Establishing and innovating integration concepts can be considered and explored through four aspects. First, academic journal integration must maintain certain commitments. Through years of accumulation, the academic journal industry has developed significant advantages in content integration and knowledge resources—essential commitments that must not be abandoned despite transformation and disruption, representing the “fundamental root” that cannot be lost. New media technologies must be embedded into the development of traditional academic journals to identify additional media channels. Equipping “content advantages” with the “wings of all-media channels” will bring new development to the traditional academic journal industry. The integrated development of academic journals is not a simple combination of traditional books and new media technologies but rather the integration of high-quality academic journal content with more comprehensive dissemination channels, supplemented by strict intellectual property protection. This will undoubtedly bring entirely new development to the traditional academic journal industry [4]. Achieving journal transformation goals will, to some extent, bring disruptive changes to academic

journal management systems. Seizing opportunities that are constructive, thematic, and problem-oriented, leading academic journals to prioritize “content is king” and achieve transformation ahead of peers, will identify reform pathways for the survival and development of academic journals.

### 3.2 Developing Deep Cross-Boundary Integration

The cross-boundary integration of the academic journal industry represents an integrated form created through the blurring of boundaries in modern cultural industries. This boundary blurring essentially reflects a trend of cross-boundary integration and development in modern cultural industries, differing from traditional industries with clear-cut boundaries through mutual intervention and fusion. The concept of “IP” can be introduced into the so-called deep and cross-boundary integration of academic journal publishing. Traditional academic journals serve as important channels for cultural and knowledge exchange. The academic journal publishing industry is a high value-added industry centered on knowledge and creativity, with product content covering all aspects of social life. Today, with extremely rapid information development, all-media has gained greater societal attention and can capture more user groups. Academic journals constitute an important channel for culture, research, knowledge exchange, and preservation. However, due to various factors such as inadequate intellectual property protection, copyright plagiarism, and print academic journal piracy, these problems persist despite repeated prohibitions. Therefore, in the transformation and upgrading development of traditional academic journals and all-media, corresponding planning must be implemented from institutional, technical, and market regulatory perspectives to provide channels for knowledge dissemination and safeguard intellectual property rights.

Thus far, journal databases based on user fees and their primary profits have been accepted by major institutional user groups, such as universities, research institutions, enterprises, and organizations. The fragmented processing of knowledge information by databases, along with the classification and combination of knowledge information formed through different retrieval methods, can more effectively utilize and more widely disseminate knowledge. This facilitates value-added enhancement of existing academic journal formats, thereby becoming the most important journal dissemination channel. Journals are also willing to transfer paper content to databases for unified production and distribution.

However, the passive digitalization of academic journals and collective intervention in digital communication does not signify the demise of journals themselves. Journals themselves conduct comprehensive exploration and specialization in content structuring, which remains almost completely invisible in journal databases. Academic journals typically employ search methods in databases including title, subject, keywords, author name, and document source searches. These are papers from various journals. The construction of databases and their service models themselves lack journal participation. Although the transformation of traditional academic journal communication media and methods

has been achieved, the dream of academic journals becoming truly specialized, intensive, larger, stronger, and internationally oriented remains distant.

### 3.3 Expanding Integration Channels and Strengthening Platform Construction

On the path toward all-media transformation, academic journals must fully leverage their inherent content quality advantages and select transformation approaches suitable for themselves. They should broaden traditional single-channel print media distribution and vigorously promote the construction of new digital and networked channels. With the development and application of emerging media technologies, particularly the maturation of cloud computing and big data, academic journals can achieve precise delivery and push through user group analysis via big data and cloud computing. The integrated platform construction and channel expansion of traditional academic journals and all-media feature two characteristics: “big data” and “market segmentation.” Although the all-media era encompasses many users, their distribution is not concentrated, making centralized push strategies inappropriate. Therefore, through big data analysis, content should be pushed to users based on their characteristics and preferences to achieve precise targeting.

In the digital publishing era, with fierce competition among academic journals for content resources, increased attention to topic selection becomes a critical factor. This means closely linking current social hotspots and theoretical frontiers in topic selection and organizing manuscripts for in-depth analysis and detailed explanation, with contributions coming from the academic community. Only by providing excellent service, actively yet cautiously and confidently facing changes, oriented toward academic communities, and creating editions with both authors and readers in mind, can content then be organized according to needs and improved to suit digital communication, allowing content to be more conveniently disseminated to readers who need it. It is necessary to shift from focusing on content and products to considering needs and services; unify content and service so that content itself becomes a service that meets user needs, developing what users require and even stimulating and creating new user demands.

In the process of constructing academic journal platforms, it is essential to build a complete all-media platform encompassing content acquisition, editing, review, processing, storage, publication, and operation, thereby reconstructing and optimizing workflows for content production, sales, and dissemination. Emphasis should be placed on building user communities, ensuring content quality, authenticity, reliability, and timeliness to gain user trust and goodwill and establish stable user groups.

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

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