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## Postprint Analysis of Book Topic Planning in the All-Media Era

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### Abstract

In the book topic planning of the all-media era, it is essential to orient toward the audience rather than planning entirely based on predetermined routes or authors' demands; that is to say, information should be collected from reader groups and subsequently applied to the book topic planning process. This paper explores the characteristics of book topics in the all-media era, including technological characteristics, informatization characteristics, feedback characteristics, procedural characteristics, etc., thereby laying a foundation for book topic planning work. It also analyzes the planning defects in book topic strategy, including issues of collaboration level, superficiality, and rigidification of media systems, and subsequently discusses solutions to these problems respectively, including establishing an informatized communication mechanism, constructing a big data retrieval mechanism, forming a multi-department refined communication mechanism, and setting up a tracking mechanism for market promotion.

### Full Text

#### Preamble

##### **Analysis of Book Topic Planning in the All-Media Era**

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**Abstract:** In the all-media era, book topic planning must be audience-oriented rather than driven solely by predetermined planning routes or author demands. This means collecting information from reader communities to inform the book topic planning process. This paper examines the characteristics of book topic selection in the all-media era, including technological, informational, feedback-driven, and process-oriented features, to establish a foundation for book topic planning work. It also analyzes deficiencies in current book topic planning strategies, such as issues with collaboration levels, superficiality, and rigid media systems, before exploring solutions including establishing information ex-

change mechanisms, constructing big data retrieval systems, forming multi-departmental refined communication mechanisms, and implementing market promotion tracking systems.

**Keywords:** all-media; book topic selection; informatization; big data; topic planning; adaptation

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In the all-media era, book publishing involves the written and publication processing of various works that hold value for book topic planning, thereby achieving favorable social benefits for publications. Additionally, during this all-media period, topic planning can be extended to other program types, including television programs, online programs, and radio programs—all of which can be compiled and published. In the past, such resources have already been attempted for publication with good results. However, in recent years, the social public opinion environment urgently requires rectification, and public opinion factors must be considered in book topic planning.

### 1.1 Technological Characteristics

The development of the all-media system itself imposes extremely high technical requirements. To achieve high-quality development of book topic selection in the all-media era, whether in technological development, technical analysis, or professional communication processes, specialized technologies must be employed for information collection and resource integration. The topic strategy formulation process must also complete all management tasks. Furthermore, in the analysis of various works, it is essential to immediately analyze how to obtain data and information from audience groups within process-oriented information and data research. After obtaining such data, publishers can understand current audience interests to provide materials for subsequent topic strategy work. Additionally, based on various technical usage protocols, methods, and audience feedback information, a benign interactive relationship can be formed among book publishers, material distributors, and audience groups, enabling better construction of book topic strategies.

### 1.2 Informational Characteristics

The informational characteristic refers to the comprehensive use of information systems to obtain professional data in book topic strategy formulation under the all-media era. Such information can be directly used not only for book

topic selection and publication but also for acquiring various resources and materials from existing internet systems in new-era work. This enables book topic strategies to meet all-media era work requirements while directly obtaining information from audience groups, thereby “capturing” audience attention from internet audio-visual programs and redirecting it to textual content.

#### **1.4 Process-Oriented Characteristics**

Process-oriented characteristics refer to the need in all-media era book topic strategy formulation to obtain various professional data, information, and ideas according to all information processing methods and information standard models. After obtaining all such process-oriented information, subsequent processes—such as analysis methods for future art design and strategy implementation—can be conducted to enable complete setting of topic strategies. Additionally, in the analysis of various works, it is necessary to analyze how to obtain data and information from audience groups within process-oriented information and data research.

#### **1.5 Public Opinion Characteristics**

Currently, youth groups have become the main force in reading various books, while simultaneously emerging as a vital force against “public intellectuals” and “guides”(individuals who promote foreign interests). It can be said that domestic major public platforms are already filled with intense debate, creating a complex public opinion environment. It is foreseeable that domestic youth groups have gradually developed cultural confidence, institutional confidence, and path confidence. If inappropriate content from certain public intellectuals is selected for book topics, publishers and editors will face fierce criticism. Therefore, public opinion characteristics must be considered in new-era topic selection features.

### **2.1 Superficiality Problems**

Superficiality manifests at two levels: first, the shallow content of relevant book materials themselves; second, problems in creative forms and sources of various book materials. Subsequently, through fan manipulation, plagiarizers may even incite fans to attack original creators. For instance, certain currently published books have already involved content laundering, plagiarism, and idea theft at their creative source. According to the Copyright Law of the People’s Republic of China, authors of such works must bear extremely severe legal penalties. However, the current cultural entertainment market has still not eliminated such seriously plagiarized books. Although many plagiarizers may provide financial compensation, they have not changed their personal behavior or moral ethics, merely continuing plagiarism operations to extract greater profits for themselves.

## 2.2 Collaboration Model Problems

The all-media era requires book publishing departments to establish good cooperative relationships with film and television drama production and publishing departments. In constructing new cooperation models, two problems have emerged: first, poor communication among various units prevents timely acquisition of market feedback information during book topic selection and other program production processes, resulting in significant misalignment in final outcomes; second, internal communication barriers within departments—for example, between art departments and publishing departments—lead to mismatched work systems with analysis departments.

## 2.3 Institutional Rigidity Problems

To achieve communication of all resources and information in the all-media era, new management systems must be constructed. However, significant differences exist between management departments and original work principles, thinking, and systems. This makes it difficult for various departments working under original systems to achieve comprehensive information and management system integration, preventing selected projects from meeting audience group needs.

## 2.4 Audience Communication Problems

Although different systems have been able to establish effective interactive communication mechanisms with audiences during actual operation, the results show that such interactive communication outcomes have not been systematically optimized. This may lead to mismatches with different audience types' needs and requirements during information and data collection processes, which is detrimental to protecting audience-related information and connecting it with subsequent topic work analysis.

## 2.5 Value Orientation Problems

In current book topic planning processes, effective value orientation demonstration and analysis must be conducted to make final specialized work results more scientific and comprehensive. This requires book editors and publishing departments not to publish relevant content entirely based on social hotspots but to scientifically analyze the impact that content creators and works themselves may have on society. Current work has revealed a tendency to focus solely on hot topics in book topic selection, completely ignoring negative impacts from the public opinion environment. The continued publication of such books demonstrates that comprehensive attention to value orientation is lacking in current book topic selection processes.

### 3.1 Big Data Analysis Work

This paper argues for establishing a professional topic planning model. The ultimate construction goal is to comprehensively and meticulously understand whether certain special types of topic projects can be fully constructed and improved, and to comprehensively explain and analyze them to prevent obvious misalignment phenomena. For instance, in specific big data analysis processes, it is necessary to consider both market acceptance of book topics and comprehensively demonstrate potential impacts on market public opinion. Subsequently, weights must be assigned according to different topic content types and different management information. For example, for cultural propaganda content—which actually has relatively weak connections with the public opinion environment—the weight of market acceptance should be significantly increased.

### 3.2 Communication Channel Construction Work

Communication channel construction primarily involves establishing two channels: first, forming communication channels between different units; second, forming communication channels for different departments within units. For the former, effective interactive communication relationships must be established with other departments based on current work content, requirements, and standards during book material positioning. For example, for the large-scale cultural exploration program *National Treasure*, as a CCTV television program, to develop it into a book project, professional book publishers must conduct effective communication with the program's production team. At this point, both parties need to establish internal communication channels, create professional material delivery systems and network communication channels, and achieve exchange and interaction of current market research results, even including subsequent negotiations on pricing issues. For various guests involved, they should also be included in the entire communication group, while inter-departmental communication can be conducted directly through existing internal unit communication mechanisms.

### 3.3 Audience Information Acquisition Work

Audience information includes both professional information for the book planning process and reader feedback obtained after book publication. For the former, it is necessary to research whether professional staff and market researchers can, under the current work system, understand current audience enthusiasm for relevant themes, content, and materials through internet channels. If high enthusiasm for various materials is discovered, such book materials can be further planned and analyzed. For post-publication materials, it is also necessary to explore subsequent release forms based on obtained results. The implementation of this work represents a theoretical research hotspot for the former, while also considering how to avoid superficial development problems. This requires all group survey work to simultaneously target different groups. For instance,

for the popular film *Better Days*, the survey population should not be limited to fans of several main actors but should analyze other audiences' views on the film and requirements for book publication.

### 3.4 Existing Public Opinion Analysis Work

The analysis process of existing public opinion targets special statements, such as those from so-called “public intellectuals” and “guides,” enabling book topic planning to perfectly avoid pitfalls. However, for other content, effective prevention measures must be implemented by processing market feedback information obtained after the work has been broadcast for some time. For example, the 2020 TV drama *The Glorious Era* faced criticism precisely after broadcast due to [content ends abruptly]

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

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