

A Preliminary Analysis of How Educational Supplementary Material Editors Adapt to the Post-print Era of Integrated Publishing

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Abstract

As science and technology advance rapidly, integrated publishing has emerged as the developmental trend of the publishing industry, presenting considerable challenges to the work of traditional educational supplementary editors. Under these new circumstances, educational supplementary editors must reconsider and reposition themselves, actively shift their perspectives, broaden their horizons, expand their thinking, and diligently enhance their capabilities and competencies across all dimensions, thereby acquiring robust professional expertise and integrated innovation capabilities to embrace the opportunities and challenges within the integrated publishing landscape.

Full Text

A Brief Analysis of How Educational Auxiliary Editors Should Adapt to the New Trends of Integrated Publishing

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Abstract: With the rapid advancement of science and technology, integrated publishing has become the developmental trend of the publishing industry, presenting significant challenges to the traditional work of educational auxiliary editors. Under these new circumstances, educational auxiliary editors must rethink and reposition themselves, actively transform their mindsets, broaden their horizons, expand their thinking, and strive to enhance their capabilities and competencies in all aspects. Only by possessing solid professional expertise and integrated innovation capabilities can they embrace the opportunities and challenges presented by the integrated publishing environment.

Keywords: educational auxiliary editors; digitalization; integrated publishing; multimedia presentation; characteristic publishing; fundamental editing and proofreading skills

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1. Background

With the advent of the 5G era and the emergence of new media forms, the production and dissemination of information content have become increasingly diversified. Against this backdrop, numerous publishing houses are actively exploring pathways for integrated online and offline publishing development. Promoting the in-depth development of publishing integration is not only a crucial task currently facing the publishing industry but also an inevitable requirement for innovating industrial forms and a practical path toward achieving high-quality development [1]. Correspondingly, as the key link and core driving force in educational auxiliary publishing houses, educational auxiliary editors must align themselves with the trends of the times, actively transform their perspectives, broaden their horizons, expand their thinking, and diligently enhance their capabilities and competencies to meet the opportunities and challenges brought by the integrated publishing environment.

2.1 Shifting Perspectives

Editors must fundamentally recognize that the publishing environment has changed. As the times develop and technology advances, publishing formats naturally evolve alongside them. Educational auxiliary editors should adapt to these trends, actively learn emerging technologies, and possess robust professional skills like craftsmen, embodying the spirit of dedicated “book artisans” [2].

2.2 Enhancing Teaching Research Capabilities

Educational auxiliary editors should closely monitor national education policies and guidelines, study new curriculum standards and teaching syllabi, and grasp the overall framework of textbooks. They must familiarize themselves with key and difficult points in teaching, understand the direction of teaching and examinations, and pay attention to cutting-edge educational information both domestically and internationally. Editors should regularly visit schools to

communicate with teachers, study teaching activities, update their educational philosophies, and ultimately develop an independent and comprehensive theoretical system of education and teaching. Additionally, editors must master fundamental educational principles by studying and applying relevant theories in pedagogy and psychology to establish correct perspectives on nurturing students.

2.3 Mastering Multimedia Presentation Technologies

The rapid development of internet technology has transformed operational models across all industries. While traditional educational auxiliary editors only needed to process text and images, editors in the new era must keep pace with the times and learn to apply digital technologies in publishing. First, editors should proficiently utilize online instant messaging tools such as QQ and WeChat. These platforms, with their powerful functionalities and massive user bases, are used with extremely high frequency in daily work and life, and editors should fully leverage their capabilities as connecting 纽带 to serve their work effectively. Second, editors must learn video and photography shooting, editing, and production, as well as master social media applications like Kuaishou, Douyin, and WeChat Channels. By integrating these technologies with practical work, they can diversify educational auxiliary books and provide better services for students. Third, editors should advance with the times, staying informed about developments in information and digital technology. This includes the proper use of QR codes and apps, experiencing AR, VR, and MR technologies, and attempting to apply these technologies to educational auxiliary products to deliver enhanced user experiences.

2.4 Staying Positioned, Excelling in Characteristic Publishing

After acquiring certain multimedia presentation skills, educational auxiliary editors must remain grounded in their publishing house's positioning and conduct in-depth exploration around its bestsellers and evergreen products. For example, Wenxin Publishing House is a comprehensive publisher specializing in composition books while also attending to youth reading, currently the only professional composition publishing house in China, with abundant composition-related resources and author networks. The house's direction for integrated publishing is to maintain its positioning and focus on characteristic publishing. It has already launched 21 sessions of the "Xinhua-Wenxin" Reading and Writing Promotion Campaign, which shares reading and writing experiences with readers to inspire young learners while simultaneously promoting and disseminating the house's publications—an initiative that continues to this day.

2.5 Improving Communication and Coordination Skills

In the new environment, educational auxiliary editors cannot excel by focusing solely on manuscript editing and proofreading. The entire process—from preliminary market research and product planning, to organizing authors for compilation, to applying new technological methods for presentation, and finally to launching marketing activities and receiving user feedback—requires collaborative cooperation among diverse professionals. Therefore, editors must be able to communicate effectively with personnel from various departments: articulating technical needs to technical editors to obtain support, describing desired styles to designers to achieve perfect presentation, and jointly planning targeted marketing activities with marketing personnel. The goal is to effectively mobilize various resources to accomplish shared objectives.

2.6 Skilled at Developing Authors

The quality of authors directly determines manuscript quality. The author pool must include excellent teachers from various disciplines, preferably renowned teachers with rich teaching experience. As frontline implementers and researchers of teaching, they possess thorough knowledge of textbook content and teaching arrangements, understand trends in teaching syllabi, can communicate promptly with students, provide unique insights and perspectives on topic planning, and maintain high-level professional writing skills—all crucial guarantees for quality content. Therefore, educational auxiliary editors must be adept at discovering and developing outstanding authors through regular school visits, teaching and research seminars, and strengthened communication with teachers. They can also organize teaching-related activities to attract more teachers for mutual exchange of ideas, generating sparks of creativity from which suitable authors can be identified.

Editors should also continuously learn from teachers who are open-minded and willing to share, as they can provide valuable knowledge and practical experience. Additionally, based on personal interests and actual needs, editors should focus on mastering certain new technologies, such as online course production, WeChat public account layout, live streaming platforms, and high-quality short video production, while familiarizing themselves with various online content dissemination platforms to capture and extract relevant information for practical work. Furthermore, editors must systematically study domestic and international educational theories, understand classrooms, comprehend issues teachers face during instruction, and consider what products can support teachers and help solve practical problems. Finally, editors should learn from daily life experiences, continuously improving their knowledge and cultural systems by reading professional books from different industries, attending courses by experts and scholars in various fields, watching high-quality programs, following social hotspots, and observing and contemplating their industry's real-life applications, thereby standing at the forefront of the times and presenting more valuable knowledge to readers in service of the people.

2.7 Practicing Fundamental Editing and Proofreading Skills

Editing and proofreading capability is the most basic skill for every educational auxiliary editor. When undergoing digital transformation, editors must not focus solely on new technologies while neglecting fundamental editorial skills such as topic planning, content editing, and text proofreading. Improving publication quality should be an editor's eternal pursuit. Only with solid fundamental skills can content quality be guaranteed, and can dissemination methods enabled by new technologies demonstrate their true value in serving users effectively. To practice these fundamentals, editors should focus on several aspects: First, enhance political judgment capabilities. Throughout planning, manuscript solicitation, review, and processing, editors must maintain high political awareness and ensure correct political orientation in publications, safeguarding the bottom line of publishing. Second, familiarize themselves with and strictly adhere to national publishing management laws, regulations, and rules, such as the "Regulations on Publishing Administration," "Regulations on Map Administration," "Regulations on Religious Affairs," "Measures for the Filing of Major Topics in Books, Periodicals, Audio-Visual Products, and Electronic Publications," "Provisions on the Administration of Book Publishing," "System for Ensuring Book Quality," and "Provisions on the Administration of Book Quality." Third, improve professional competencies by mastering national standards related to character forms, Chinese phonetic alphabet, punctuation, measurements and units, scientific terminology, numeral usage, illustrations, and tables, and applying them correctly in editing and proofreading work.

2.8 Enhancing Marketing Awareness

The development of new media technologies has provided more channels for publication marketing and promotion. In the new environment, educational auxiliary editors must establish a user-centered marketing philosophy and learn to operate interactive platforms such as Weibo, WeChat public accounts, and Douyin to engage users. These emerging internet platforms can be applied throughout the entire process of educational auxiliary publishing, marketing, and services, creating a completely new publishing and marketing model for publishing houses in today's highly competitive educational auxiliary market [3]. Editors can also shift their mindset that profits only come from successful sales of paper books. For instance, Wenxin Publishing House's "Wenxiaoxin" public account attracts a large user base by providing free value-added services, subsequently generating additional profits through advertising revenue.

2.9 Focusing on Goals with Deep, Meticulous Cultivation

Centered on the publishing house's top-level design, editors should select a goal and cultivate it deeply and meticulously with perseverance. By continuously accumulating experience and patiently enduring the process, they will eventually achieve success.

2.10 Emphasizing Continuous Learning

In the era of integrated publishing, knowledge evolves rapidly and technology updates at a pace where “a day apart feels like three autumns.” Therefore, educational auxiliary editors in this era must engage in continuous learning. First, they should take full advantage of training opportunities organized by their publishing houses and not avoid them simply because they occupy work hours. These training sessions feature industry professionals with outstanding business capabilities and rich experience who possess broad thinking and valuable insights. Second, editors should learn from teachers who are open-minded and generous in sharing knowledge, as they can acquire much valuable knowledge and practical experience. Third, based on personal interests and actual needs, editors should focus on mastering certain new technologies, such as online course production, WeChat public account layout, live streaming platforms, and high-quality short video production, while familiarizing themselves with various online content dissemination platforms to capture and extract relevant information. Fourth, editors must systematically study domestic and international educational theories, understand classroom realities, comprehend the problems teachers encounter during instruction, and consider what products can support teachers and help solve practical problems. Fifth, they should learn from daily life experiences, continuously improving their knowledge and cultural systems by reading professional books from different industries, attending courses by experts and scholars in various fields, watching high-quality programs, following social hotspots, and observing and contemplating their industry’s real-life applications. By standing at the forefront of the times with a proactive learning mindset, editors can present more valuable knowledge to readers and truly serve the people.

Integrated publishing does not negate or replace existing publishing forms but rather represents sharing, collaboration, integration, and innovation between the publishing and media industries. Starting from basic content expression, it achieves content dissemination, innovation, and evolution through continuous user participation across different scenarios [4]. In the era of integrated publishing, editors remain the core and driving force of the publishing industry. Traditional educational auxiliary editors must elevate their ideological understanding, break free from fixed 思维模式, and rapidly enhance their capabilities across all the aforementioned dimensions to achieve deep integration between quality cultural content resources and technology. Only in this way can they truly realize their own value as editors in the new era, enabling publishing to better fulfill its mission of “holding high the banner, gathering public support, nurturing new generations, invigorating culture, and presenting a positive image,” and produce more influential, guiding, and disseminable quality content that serves readers and society according to market demands.

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

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