

The Impact of New Media Technology on the Book Publishing Industry in the Era of Media Convergence: Post-print

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Abstract

With the advent of the media convergence era, new media technologies have exerted a tremendous impact on traditional book publishing, affording the book publishing industry opportunities for comprehensive technological transformation even as it confronts significant development bottlenecks. Digital transformation has ushered in entirely new development opportunities for the traditional book publishing industry; supported by new media technologies, it has forged new forms of digital publishing, thereby laying a solid foundation for future development and innovation in the book publishing industry. This paper provides an in-depth interpretation of the new changes, new images, and new landscapes characterizing the influence of new media technologies on book publishing, aiming to facilitate comprehensive and sustainable development of the book publishing industry throughout its digital transformation.

Full Text

The Impact of New Media Technology on the Book Publishing Industry in the Era of Media Convergence

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Abstract: With the advent of the media convergence era, new media technology has exerted tremendous impact on traditional book publishing, presenting the industry with both significant developmental bottlenecks and comprehensive opportunities for technological transformation. Digital transformation has ushered in new development opportunities for traditional book publishing, fostering novel forms of digital publishing underpinned by new media technology and laying a solid foundation for future innovation in the industry. This paper

provides an in-depth interpretation of the new transformations, new image, and new landscape of new media technology' s influence on book publishing, aiming to promote comprehensive and sustainable development of the publishing industry amid digital transformation.

Keywords: Media Convergence; New Media; Book Publishing; QR Code; AR; Digital Publishing

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Throughout history, China' s book publishing industry has undergone successive stages of technological innovation, from ancient movable type printing to modern laser phototypesetting technologies, all of which have contributed indelibly to human progress. Driven by scientific and technological advances, the publishing industry has reached new heights of development. Today, in the era of media convergence, new media technology has brought both unprecedented opportunities and challenges to publishing, catalyzing a fission-like revolution in the industry.[1] For traditional publishing, the gradual cultivation and expansion of digital publishing—supported by new media technology—has posed formidable challenges. As society rapidly evolves and life pace accelerates, work-related stress leaves little room for leisure, severely compressing the time available for reading traditional publications and causing a cliff-like decline in their sales. Conversely, the emergence of new media has enabled virtually everyone to conveniently access information and engage in fragmented reading via mobile devices, leading to a marked preference for electronic reading. This shift in reading patterns has revitalized digital publishing, giving rise to a proliferation of new forms and models such as e-books, online literature, and web-based animation. The book publishing industry must seize the opportunities presented by digital new media technology, vigorously develop digitalization and informatization, and deeply explore and develop new types of digital publishing products to propel the industry into a new stage of development.

1. New Transformations of New Media Technology in Book Publishing

1.1 New Media Technology Driving Reform and Innovation Across Fields

New media represents forms of media that emerge under the support of new technologies, primarily utilizing digital information technology with the internet as the channel for information flow, and delivering digital interactive information and services to users through mobile terminal devices. New media technology is an interdisciplinary cross-cutting technology that integrates digital information technology, mobile communication technology, and network technology, serving as an emerging communication medium characterized by diverse forms, person-

alization, and strong interactivity. In the era of media convergence, modern information products that fuse traditional media such as broadcast television and print publications with emerging media formats like mobile internet are delivered to users through various digital carriers.

China boasts a massive internet user market. With the comprehensive coverage of 5G communication technology, new technological forms such as big data, cloud computing, and the internet are forcing reforms and innovations across all industries. As mobile internet rapidly advances, new media technology has gradually permeated every domain of people's lives. In this age of media convergence, leaders in different sectors are researching and developing new media products suited to their respective fields—for instance, the film industry has developed 3D movies based on new media technology, while the gaming industry has created high-tech gaming products using VR technology. Notably, the book publishing industry has also integrated closely with new media technology, employing modern technological means such as digitalization and QR code technology to fuse traditional publications with modern science and technology through diversified expressive techniques, thereby creating innovative digital publishing products that attract broad readership.[2]

1.2 New Media Technology Driving Innovation and Upgrading in Book Publishing

In the era of media convergence, the transformation of book publishing from traditional print to digital requires full exploitation of content resources and emphasis on close integration with digital media technology to adapt to the new circumstances and needs of the media convergence era. During this transition, the publishing industry must continuously update its development concepts, discard outdated ideological constraints, and conduct multi-level, comprehensive exploration and research of in-depth content resources. By fully leveraging the comparative advantages of new media technology and using it to drive the extension of digital products, the book publishing industry can achieve comprehensive integration with new media technology.

2. Reshaping the New Image of Book Publishing Through New Media Technology

2.1 Promoting Cross-Integration of Traditional and Digital Publishing

Today, traditional book publishing faces numerous developmental crises; however, an industry that has evolved over millennia possesses substantial foundation and strength. Traditional book publishing boasts a talent pool with strong editorial capabilities, and its core competitive advantage lies in the deep excavation of content resources.[3] Additionally, people often harbor special affection for books and maintain high trust in their content and quality, endowing traditional book publishing with considerable influence within the industry. By building upon this foundation with innovation, book publishing can maintain

steady growth. Digital publishing is a process that utilizes digital information technology to deeply process and edit content and resources for widespread dissemination via internet channels, representing a new publishing model. While digital publishing holds bright prospects and can deliver heavy impacts to traditional publishing in the short term, it cannot fundamentally replace the status and value of traditional publishing. This necessitates deep reflection on how traditional publishing can, while leveraging its remaining strengths and value, continuously transform and upgrade toward digitalization to achieve deep integration with digital publishing.

Under the rise and collision of new media technology, China's publishing industry is actively exploring and introducing new technologies, focusing on developing digital publishing and creating a situation of coexistence and integration between digital and traditional publishing. A representative example is the Encyclopedia of China Publishing House, which, while facing new developmental needs, has inherited and developed traditional publishing while continuously exploring new frontiers in digital publishing. During the publication process of the third edition of the *Encyclopedia of China*, the editorial department employed various forms of digital publishing to satisfy diverse public tastes. During this overlapping period of traditional and digital publishing, media convergence represents an unprecedented new path for the publishing industry's development. Therefore, traditional book publishing and digital publishing must fully utilize new media technology to reshape the new image of the book publishing industry.

2.2 New Media Technology Empowering Book Publishing with New Momentum

Driven by the rapid development of new media technology, the publishing industry is continuously accelerating its digital upgrade, and book publishing underpinned by new media technology has been revitalized. Different forms of digital publishing are flourishing, creating a vibrant landscape of diverse schools of thought and a hundred flowers blooming, which has brought a new round of development opportunities to China's book publishing industry.

2.2.1 Integration of QR Code Technology with Traditional Book Publishing

Today, QR codes have permeated nearly every aspect of our daily lives. With the rapid evolution and development of QR code technology, it has gradually achieved deep integration with other fields, and the book publishing industry has begun to adopt QR code technology as well. QR code technology offers tremendous advantages, including large information capacity, strong security, wide encoding range, and low cost. Based on these unique characteristics, its extensive application in book publishing has delivered entirely new reading experiences to readers. *China Children's Animal Encyclopedia*, an original children's reading encyclopedia published domestically, makes extensive use of QR code technology. By scanning the QR codes in the book with mobile termi-

nals such as smartphones or tablets, readers can access dual-media situational videos, greatly transcending the textual limitations of traditional books. This allows readers of different ages to gain both perceptual cognition and rational understanding, extensively expanding the content of knowledge and providing a fresh immersive reading experience.

The adoption of QR code technology in traditional books can narrow the distance between publishers and readers. Readers can not only obtain publisher information, book introductions, author profiles, and free sample chapters, but also access more valuable content resources and interactive experiences through QR codes, thereby satisfying diverse reading demands. The book publishing industry needs to further explore the potential of QR code technology, which promises broader development space in the future.

2.2.2 Integration and Development of AR Technology in Traditional Book Publishing AR technology, also known as augmented reality technology, primarily uses computers to simulate authentic sensory experiences. It enables users not only to restore the real tactile sensations of reality through AR systems but also to break through the constraints of time and space, interact with nature, and perceive virtual objects that do not exist in physical reality. This provides users with a deeply integrated virtual-reality experience, transporting them into a novel environment of human-computer fusion. When Google released Google Glass in 2012, AR technology began to capture global attention. In recent years, AR technology has developed rapidly and achieved organic integration with the book publishing field, with China's traditional publishing industry vigorously promoting and applying AR technology. *China Children's Audio-Visual Encyclopedia · Flying to Space* incorporates AR technology, allowing children to not only access the textual content of the printed book but also obtain digital extensions that can be continuously updated. By downloading the corresponding application, readers can use mobile terminals to watch vivid documentaries and experience 3D interactive games. Readers can freely zoom and rotate character images appearing in the book, and these entirely new content resources provide unprecedented freshness in reading. The tremendous advantages of AR technology can broadly stimulate students' sustained interest in learning and enhance interactive experiences.

Currently, AR technology has been widely applied in children's books, forming a new standardized publishing format. With the extensive application and development of new media technology, AR technology is maturing and can become a new trend in children's book development. In the era of media convergence, the book publishing industry faces both opportunities and challenges, and AR technology can strengthen the competitive power of traditional book publishing. Digitalized, intelligent, and smart book publishing as a new model and business format represents the main direction for future development. The superimposed upgrade of AR technology and traditional books, guided by new media technology, will position AR-enabled books at the forefront of the book

market.

Additionally, new publishing forms such as online libraries, media e-books, and mobile books, supported by new media technology, have yielded rich publishing products that inject new vitality into modern book publishing. Only through continuous technological innovation can traditional publishing maintain promising development prospects. By steadfastly pursuing an innovative development path and continuously establishing the brand image of book publishing, the industry can lay a solid foundation for future development.

3. New Landscape of New Media Technology in Book Publishing

3.1 The Book Publishing Industry Seizing Tremendous Commercial Opportunities at the Forefront of the Era

In the era of media convergence, the continuous development of new media technology propels the advancement of the book publishing industry, enhancing its competitiveness and development potential. New media technology has further expanded and extended the scale of traditional book publishing, substantially improving work quality and effectiveness while continuously developing diverse forms of digital publishing products. By leveraging various stages of digitalization, new media technology has accelerated the pace of transformation in traditional publishing. The vigorous promotion and application of new media technology have ushered the publishing industry into a new developmental stage of online marketing, narrowing the distance between publishers and readers. The integration of internet technology and communication technology has spurred the emergence of new digital products such as mobile publishing, cloud publishing, and online publishing, enabling the book publishing industry to seize tremendous commercial opportunities at the forefront of the era.

3.2 Emphasizing the Construction of Editorial Teams with Composite Capabilities and Innovative Thinking

Editorial teams should maintain advanced thinking and embrace innovation courageously and enthusiastically. Traditional book editors, long engaged in print-based text work, are unfamiliar with book editing under new media technology and struggle conceptually to adapt to the transformation toward digital publishing. Book publishing editors should innovate in areas such as topic selection planning, writing and processing, and digital marketing. By leveraging new media technology in the era of media convergence, they can build boundary-less communication channels with readers and authors, optimizing book editing and publishing work through innovative models. Simultaneously, editors' professional standards must be enhanced to facilitate the popularization and application of new media technology. Book editors should engage in independent exploration and research, striving to become composite talents possessing both technical and professional competencies. They must conduct in-depth and exten-

sive study of digital technology, mobile internet technology, and communication technology, masterfully command the methods and means of new media technology, and integrate and elevate new media technology with traditional book editing work to select and plan outstanding publishing products with greater market acceptance.

To strengthen book editors' online marketing capabilities, they must first learn advanced marketing concepts. In the era of media convergence, marketing knowledge should be included in book editors' knowledge systems to help them better conduct marketing for digital publications. Meanwhile, book editors must familiarize themselves with the characteristics and promotional models of various modern internet technologies, promoting book publishing market distribution through new media technology. Currently, the book publishing industry urgently needs specialized book editing talent that meets the developmental needs of the media convergence era. To this end, it is essential to accelerate the construction of a digital culture talent pool for book editors, continuously infuse fresh blood, and elevate the comprehensive strength and level of the professional book editing workforce. By absorbing and drawing upon the innovative thinking and models of new media technology, the industry should focus on building brands for book publishing, enhancing promotional efforts for book publishing products, and expanding broader development space.

3.3 New Media Technology Promoting an Innovation-Driven Development Path for Book Publishing

Integrated innovation-driven development is the main theme of contemporary development. Representative digital publishing products in the United States, such as Kindle and iPad, far outpace their counterparts in the industry. Although a certain gap exists between China's digital publishing and that of Western countries, supported by domestic new media technology, China has also independently developed diversified digital products, including handheld readers, mobile reading platforms, and other modern digital publishing carriers, enabling China's book publishing industry to achieve leapfrog development in speed. New media technology has profoundly influenced China's book publishing industry. Through continuous integration of new media technology, book publishing and modern emerging technologies have become deeply integrated, leading to deep expansion of the industry's operational scale and vigorous technological innovation. Compared with other industries in the new media domain, publishing is still in its infancy with considerable room for growth. Therefore, traditional publishing should continuously accelerate digital transformation and upgrading, prioritize content as king, continuously develop and excavate products with digital characteristics, and seize the initiative in the new media industry market. Simultaneously, it should internalize new media technology for digital publishing into its own resource system, conduct diversified permutations and combinations, and explore a new digital path suitable for its own development.

In conclusion, the extensive integration and innovation between new media and traditional book publishing represents the developmental trend of today's media industry. It is essential to firmly grasp the development opportunities afforded by the media convergence era, continuously upgrade and transform while preserving the original cultural foundation, to adapt to the actual needs of social development under new circumstances. The emergence of new media technology has facilitated the derivation of new models and business formats in publishing, substantially improving the quality and effectiveness of editing and publishing, transforming traditional sales concepts, and continuously strengthening the cohesion of all publishing industry segments. This has provided the publishing industry with comprehensive opportunities for technological renewal in the media convergence era. For book publishing to achieve further integration and innovation, it must use new media technology as its driving force, intensify the deep excavation of content resources, build a strong contingent of editorial talent, and employ advanced marketing concepts and multimedia publishing formats to promote the upgrading and transformation of book publishing, keeping pace with the rhythm and tempo of development in the media convergence era.

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

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