

Postprint of Research on the Modernization of Editorial and Publishing Technical Means

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Abstract

In the context of the new era, technological means are continually being innovated to enhance editorial and publishing quality. Modern editorial and publishing technology serves as the foundation for promoting the sustainable development of journals and constitutes one of the principal technologies within the editorial and publishing industry. To refine the editorial and publishing mechanism, this paper analyzes the characteristics of China's editorial and publishing technology, thereby strengthening its modernization and further advancing the development of the editorial and publishing industry in society.

Full Text

Preamble

Title: Research on the Modernization of Editorial and Publishing Technologies

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Abstract: In the new era, technological means are continuously innovating to improve editorial and publishing quality. Modern editorial and publishing technologies constitute the foundation for sustainable journal development and represent primary technologies in the publishing industry. To perfect editorial and publishing mechanisms, this paper analyzes the characteristics of China's editorial and publishing technologies, strengthens their modernization, and further promotes the development of the editorial and publishing industry in society.

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To meet new-era development demands, editorial and publishing technologies have been improved, facilitating the transformation from “lead and fire” to “light and electricity.” However, this transition faces challenges including misalignment between technological advancement and conceptual development among practitioners, as well as discrepancies between editorial functions and outcome authenticity, which severely impact theoretical learning and ideological education quality. To promote healthy development in editorial and publishing endeavors, it is essential to strengthen technical capabilities and effectively implement modern technologies.

Research reveals that China’ s advanced editorial and publishing technologies are primarily imported from developed countries without substantial local innovation, and their implementation often lacks continuity, significantly affecting publication quality. Moreover, editors’ conceptual awareness remains weak and evolves gradually. If balance between technological development and conceptual advancement cannot be maintained, outdated ideologies will hinder smooth editorial implementation.

Currently, as editorial and publishing technologies rapidly develop, publication formats are transforming, with the evolution from electronic to network publishing representing an inevitable trend. If editorial staff fail to innovate their concepts and lack awareness of digital publishing’ s importance, it will impede technological modernization. It is crucial to recognize that digital publishing is not merely simple digitization and categorization, but rather a multimedia publishing format that innovates upon previous technologies and methods, representing a primary form in modern management processes. This technology requires practitioners to adopt comprehensive thinking modes throughout manuscript collection, editorial processing, and other workflows to avoid negative impacts from traditional publishing forms on quality.[2]

1. Modernization of Editorial and Publishing Technologies

As editorial and publishing quality continuously improves, demands for technical means increase accordingly. The modernization of editorial and publishing technology models constitutes the core of China’ s journal development in society and influences the overall modernization process. To analyze and integrate fundamental theoretical issues, comprehensive study must be conducted from perspectives including the characteristics and historical evolution of editorial and publishing technologies. Although China’ s editorial and publishing technologies have developed alongside scientific progress, modernization quality has not been effectively improved due to various objective factors.[1]

This necessitates that scholars analyze the characteristics of editorial and publishing technologies across different historical periods, integrating technologies and content from the Industrial Revolution to modern society, and improving techniques for commissioning, editorial processing, printing, binding, and distribution. Furthermore, current developmental issues must be addressed through theoretical and practical innovation, with reasonable application of modernization approaches.

Traditional editorial and publishing content primarily involved text and audio-visual publications without technological innovation, while comprehensive and multi-level publishing technologies have not been effectively applied. Editors lack multi-layered thinking consciousness, reducing digital publishing to simple digital products and severely impacting publication quality.

2.1 Contradiction Between Technological Development and Backward Conceptual Awareness

Modernization of editorial and publishing primarily refers to practitioners' reasonable application and improvement of the most advanced scientific technologies and management concepts to effectively serve publishing objectives. However, despite technological development, practitioners' concepts have not innovated accordingly due to the dynamic nature of the process. This misalignment between modernized technical means and editors' thinking, coupled with stagnant publishing concepts, creates significant contradictions.

Currently, as editorial and publishing technologies rapidly develop, publication formats are transforming, with the evolution from electronic to network publishing representing an inevitable trend. If editorial staff fail to innovate their concepts and lack awareness of digital publishing's importance, it will hinder technological modernization. Digital publishing should be understood not as simple digitization and categorization, but as a multimedia publishing format that innovates previous technologies and methods, representing a primary form in modern management processes. This technology requires practitioners to apply comprehensive thinking modes throughout manuscript collection, editorial processing, and other workflows to avoid negative impacts from traditional publishing forms on quality.[2]

2.2 Contradiction Between Technological Diversity and Unified Technical Standards

From a dialectical development perspective, both internal and external factors influence developmental processes and outcomes, including editorial and publishing technologies. Against the backdrop of continuous information technology development, various advanced editorial and publishing technologies have been applied in the industry, while increasing demand for spiritual and cultural content provides opportunities for development. Among external factors, competition from diverse publishing technologies represents a primary influence.

Historical research reveals continuous improvement in publishing technologies, from movable lead type to rotary color printing. The effective application of various technologies, particularly scanning and photocopying, has further perfected editorial and publishing techniques. To accelerate modernization, practitioners must not only strengthen application of technologies like Photoshop and CorelDRAW but also understand relationships between professional techniques and diverse publishing technology forms.

While this diversification stimulates technological development, it also presents challenges, particularly the lack of unified technical standards, which severely impacts publication quality.[3]

3.1 Improving Editorial Work Efficiency

In the new era, strengthening editorial and publishing technology modernization not only improves workflows but also enhances efficiency, making processes more convenient and enabling comprehensive management of specific issues. For instance, XML technology's structured characteristics significantly reduce typesetting time and increase production efficiency. XML typesetting also determines page layout, tracks document workflows, enhances coordination between tasks, and assists staff in creating more reasonable page designs. This mode can complete typesetting by individual article, sort entire issues, and automatically generate articles according to system functions, ensuring reasonable starting and ending page numbers for each article and substantially improving editorial and publishing efficiency.

3.2 Enriching Publication Content

Traditional editorial and publishing achievements were characterized by relatively monotonous content and methods. Information technology application not only innovates technical means but also enriches editorial content, allowing staff to integrate existing resources and technologies while applying multimedia processing.[4] XML typesetting results support multiple formats, enabling effective multi-channel publishing without secondary processing, which improves information utilization rates and meets reader demands. Therefore, in today's scientific and technological environment, it is essential to abandon previous publishing concepts, innovate work modes, enrich editorial and publishing content, and advocate advanced publishing philosophies.

3.3 Improving Journal Publication Quality

China's cultural system has been perfected in the new era, with journals leading scientific and technological development and providing conditions for advanced cultural dissemination. Effective implementation of modern editorial and publishing technologies not only innovates publishing methods but also promotes the process of scientific journal publication. Based on this foundation, scientific journals must innovate editorial and publishing concepts according to their own

characteristics, strengthen effective application of modernized technical means, integrate advanced concepts with editorial work, achieve digital conversion of journal content, improve structured storage systems, conduct multi-channel publishing, and strengthen effective sharing of resource information.[5]

4.1 Innovating Editorial Concepts and Perfecting Editorial Mechanisms

Innovating editorial concepts requires enhancing subjective consciousness. In editorial and publishing, subjective consciousness refers to editors' reflections on editorial activities formed through practical engagement with publishing objects, including editorial thinking and concepts. Competitive consciousness and pluralistic consciousness constitute primary components of subjective consciousness, requiring innovation through strengthened application of advanced technologies and concepts.

Competitive consciousness represents a primary editorial awareness in current publishing and the foundation for achieving technological modernization. It requires editors to establish crisis consciousness, continuously improve themselves in market environments, and transform previous concepts. When perfecting competitive consciousness, editors must shift their perspectives based on market supply-demand relationships from multiple angles.

Additionally, open consciousness requires editors to maintain open-mindedness, learn new ideas and technologies, understand social development characteristics, and study modern management concepts to effectively innovate editorial philosophies. It is also crucial to improve editors' personal qualities, which manifest in multiple dimensions and aspects as the sum of multi-level psychological characteristics, reflecting editors' creative capabilities and playing significant roles in social culture.

Due to diverse cultural dissemination methods and rich content, improving editorial and publishing quality requires not only perfecting and innovating workflows but also strengthening cultivation of editors' comprehensive qualities and improving their knowledge structures.[7] Since editorial and publishing constitute a dynamic process, only through timely technology updates and effective application of new technologies and concepts can modernization be strengthened, subjective consciousness enhanced, reader demands understood, and communication with authors maintained to ensure smooth implementation.

4.2 Continuously Strengthening Modern Publishing Concepts

Currently, China's political economy and ideological culture have developed, providing conditions for editorial and publishing technology modernization. Previous technologies and concepts no longer meet publishing requirements or satisfy readers. Under these circumstances, it is necessary to strengthen innovation and

perfection of new technological concepts and continuously advocate application of advanced publishing philosophies. Editorial and publishing modernization is a dynamic process; failure to improve concepts and technologies will affect quality and make it difficult to meet social demands.

This requires editorial staff to strengthen modern publishing concepts, continuously improve professional skills, effectively apply publishing technologies, and enhance subjective consciousness. In practice, editors must actively communicate with authors and apply technologies based on understanding reader needs.[8] Building upon previous management foundations, the industry must achieve diversified development. Relevant administrators need to establish unified standards and specifications, improve standard content according to modern technology characteristics, and update various editorial software accordingly. When perfecting industry norms and technical standards, active communication with the publishing industry is necessary to timely understand developmental problems and requirements, ensuring standard rationality.

Currently, China's publishing industry remains in transition. For traditional publishing to better develop in this context, it must strengthen new technology application and continuously reinforce modern editorial concepts. By combining industry characteristics with relevant standards, innovative publishing concepts can be developed, and editors' modern management concepts and publishing consciousness strengthened, thereby continuously promoting sustainable journal development in society.[9]

4.3 Focusing on Ideological Education and Improving Editors' Comprehensive Qualities

Although editorial and publishing technologies have been perfected and innovated, modern technologies have not been effectively applied in practice due to editors' insufficient comprehensive qualities and lack of recognition regarding modernization's importance. This requires editors to select manuscripts objectively and impartially, emphasizing quality. Particularly for news and advertising editors, it is essential to maintain clean work styles, avoid distorting facts, and never use powerful editorial means to deceive readers.

Therefore, in practice, comprehensive quality cultivation measures must be actively implemented, primarily improving editors' observational skills and guiding accurate manuscript judgment. Since information examination requires correct identification and selection to ensure validity,[10] editors play crucial roles in information dissemination's examination, evaluation, and guidance processes. In specific work, editors' subjective consciousness must be continuously cultivated, enabling them to proficiently apply audio-video and graphic editing software technologies, improving their ability to distinguish truth from falsehood, thereby continuously enhancing publication quality and ensuring information authenticity.

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

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