

Innovation and Reflection on Print-Digital Integrated Publishing in the New Media Context: A Case Study of Shanghai Foreign Language Education Press (Postprint)

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Abstract

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Full Text

Preamble

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Keywords: paper-digital integration; integrated publishing; new media; transformation

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The arrival of the digital era and the rapid development of internet and mobile technologies have made paper-digital deep integration an unstoppable and imperative trend for traditional publishing transformation. As a traditional publishing practitioner, this paper examines the necessity, exploration, innovation, and reflections on the integrated development of traditional and digital publishing through case studies of Shanghai Foreign Language Education Press (SFLEP) products.

1. The Necessity of Integrated Publishing in the New Media Era

Integrated publishing refers to a new publishing model in the internet era that relies on science and technology for digital content production, integrating various offline paper books with online products. Over the past decade, SFLEP has attached great importance to and actively promoted the integration of content development with new technologies and media, comprehensively implementing the “SFLEP Digital Construction and Digital Publishing Development Plan” to accelerate the digitalization of traditional publishing and the networking and mobilization of content dissemination. This approach, which applies digital and network thinking to product development, production, marketing, service provision, and operations management, has initially explored a distinctive digital publishing transformation path. Paper books are no longer single products; they must be timely and deeply integrated with mobile applications to complement and interact with each other, achieving continuous innovation in content and form of foreign language education publishing to better serve foreign language learning and teaching. New media publishing offers several advantages that traditional publishing cannot replace: (1) massive resources and personalized customization—unlike traditional publishing where one product provides fixed content, new media can store far more information than needed, such as SFLEP’s “Word Doctor” APP, which includes vocabulary from six major college English textbook series, featuring word lists, pronunciation, definitions (English-Chinese bilingual), and example sentences from textbooks (English-Chinese 对照), plus a professional vocabulary module covering 80 disciplines across natural sciences, technology, social sciences, humanities, and social life, closely meeting contemporary demands for English terminology, with all content sourced from formal publications and connected to SFLEP’s English-Chinese parallel corpus containing one million sentence pairs to help users expand contexts for deeper vocabulary learning, while utilizing mobile internet technology and intelligent vocabulary learning to synchronize user plans, progress, favorites, and error books across local and cloud storage for customized services; (2) flexi-

ble and varied presentation methods that engage learners and educators—many publishers now superimpose digital content such as audio, video, AR, and VR technologies onto paper books, with SFLEP’s WE Learn platform’s “Course Center” providing diverse resources including audio, video, MOOCs, micro-lectures, courseware, and PPT templates, enabling students to study texts, watch videos, listen to recordings, memorize vocabulary, practice speaking, take tests, and ask questions online, effectively stimulating autonomous learning enthusiasm, while allowing teachers to conduct attendance, classroom interaction, task assignment, learning monitoring, and statistical analysis, thereby achieving a $1+1>2$ effect by transforming from single book products to product services; (3) data collection and analysis that facilitates data-driven teaching—new media’s key feature is backend information data collection and analysis, with apps like “Listening Training” continuously collecting student learning data, conducting deep mining and multi-dimensional analysis to reveal pedagogical implications and values, thereby assisting teachers in more accurately and effectively guiding students through listening skill bottlenecks; (4) establishing effective communication platforms with audiences—unlike traditional books where publishers must collect feedback indirectly as intermediaries between authors and readers, new media enables smooth, direct communication through client-side learning exchanges, forwarding, commenting, sharing, and posting, or via WeChat groups, allowing publishers to grasp firsthand reader feedback immediately; and (5) QR code technology providing intellectual property protection—mature QR technology enables genuine paper-digital integration, breaking traditional media carrier limitations and making content expansion unlimited to satisfy multi-dimensional reading experiences, with SFLEP’s integrated digital products basically achieving “one book, one code,” giving each book its own “electronic ID” for anti-counterfeiting and anti-piracy functions to prevent link resource copying and dissemination, as seen in “Suixing Classroom” and “Love Listening to Foreign Languages,” where readers obtain verification codes through mobile verification upon first scanning, rendering subsequent scans on other phones invalid, effectively curbing piracy of bestsellers and protecting publishers’ legitimate intellectual property rights.

2.1 Establishing Online Platforms to Provide Diverse Services

Traditional educational publishing institutions are actively investing in the construction of teaching service platforms, and SFLEP is no exception, having created the WE Foreign Language Education Platform—a one-stop digital service platform for college teachers and students nationwide. The WE platform publishes SFLEP’s latest foreign language teaching products and resource information in real-time while providing various teaching and research characteristic databases to fully meet teachers’ needs in instruction, lesson preparation, research, training, and testing. The WE platform (<https://we.sflep.com>) currently operates on an invitation basis; foreign language teachers who receive invitation codes and successfully bind them can access all teaching resources

and services for free. Through this internet platform, SFLEP achieves multi-dimensional interaction among publishers, teachers, and students, providing quality educational services for schools.

2.2 Expanding from Single Products to Paper Book Extensions and Companion Apps

In the “Internet + Education” era, foreign language teaching has encountered new opportunities and challenges. Common problems in traditional teaching processes, such as lack of holistic instructional design, reliance on intuition and experience for teaching decisions, and assessment based solely on test scores, may be effectively resolved in the big data era. Among these, teachers are most concerned about how to obtain firsthand teaching data and how to make such data inform teaching decisions. To meet the development of foreign language education and the teaching and learning needs of teachers and students, SFLEP has leveraged modern information technology and big data analysis to launch a series of intelligent, targeted integrated publishing achievements, including “Suixing Classroom,” “Love Listening to Foreign Languages,” “Word Doctor,” and “Word Master.” SFLEP’s multiple digital publishing platforms have been widely accepted by colleges and readers, with “Course Center” and “Suixing Classroom” registering nearly one million users and approximately 100,000 daily active users. “Love Listening to Foreign Languages” and other mobile applications have entered the top 100 educational apps. The paper-digital integrated publishing series “College English Listening Suixing Practice” generates annual sales exceeding six million yuan. SFLEP’s overall digital integrated publishing output continues to exceed 100 million yuan.

2.3 Redeveloping Quality Book Resources with New Media

Traditional quality publishing resources must accelerate their digitalization process by integrating with new media. The *New Oxford English-Chinese Dictionary* APP serves as an excellent case. The print dictionary, published by SFLEP in 2007, is the world’s largest English-Chinese bilingual dictionary. In 2014, the “New Oxford” APP completely retained the print edition’s main content, becoming the largest authoritative English-Chinese bilingual dictionary APP, with added features including real-person pronunciation, candidate word lists, search history, photo word lookup, cross-terminal word banks, and review plans to provide users with an enhanced learning experience beyond authoritative content and convenient lookup. Currently, the digital copyright of *New Oxford English-Chinese Dictionary* has been licensed to three internet companies—NetEase Youdao, Sogou, and Tencent—achieving both social and economic benefits.

3.1 Leveraging Content Advantages to Transition to Knowledge Services

Leveraging its content advantages and fully utilizing digital technologies and means, SFLEP has integrated its accumulated resources—including textbook vocabulary corpora, examination vocabulary corpora, professional vocabulary corpora, English-Chinese dictionary corpora, and English-Chinese parallel corpora—to develop the “Word Doctor” APP, which meets college students’ English vocabulary learning and query needs throughout their four-year university studies and beyond. The APP also focuses on subtly guiding students toward deep vocabulary learning in every 环节 to improve their overall English proficiency. Jointly developed by SFLEP and Shanghai Haidi Digital Publishing Technology Co., Ltd., “Word Doctor” uses college English vocabulary learning as its entry point, scientific vocabulary memory principles as its theoretical basis, quality corpora as its content support, and internet mobile learning as its technical guarantee, representing a digital solution for deep English vocabulary learning that aims to provide college students with one-stop vocabulary learning and dictionary query services.

In August 2018, SFLEP jointly launched China’s first three-dimensional, paper-digital integrated textbook *China Panorama* with Beijing Tangfeng Chinese Education Technology Co., Ltd. This textbook fully utilizes “Internet +” technology to build a digital course network platform, creating an open teaching, learning, and assessment system with rich resources and diverse forms. Multilingual versions have been officially launched, starting with English, followed by Japanese, French, Russian, German, and other minor language versions to meet global Chinese language teaching demands.

3.3 Utilizing Big Data Collected Through New Media Communication

The big data era has made information acquisition and processing particularly important. Apps serve as both learning content carriers and data collection terminals, providing reliable data support for personalized teaching services and instructional analysis. By focusing on learning data collection, analysis, and utilization, these tools help teachers make instructional decisions based on real learning data, design effective teaching plans, and implement more precise and effective teaching. Since its launch, “Love Listening to Foreign Languages” has registered two million users with over 200,000 monthly active users, providing more than 2,000 resource varieties across over ten languages including English, Japanese, German, French, Russian, Spanish, Korean, and Portuguese, comprising more than 60,000 audio files and 4,200 hours of foreign language learning audio-visual resources. The mobile application has been downloaded 16 million times cumulatively, with paid resource activations approaching four million and cumulative audio-video on-demand playback exceeding 60 million times. Through big data analysis, this provides extremely valuable data references for

publishers' topic planning and knowledge service innovation.

In the new media context, traditional publishing integration development has experienced four stages: from “digital publishing” to “transformation and upgrading,” from “publishing integration” to “knowledge services” [1]. Paper book media and digital media should not exist in a competitive or substitutive relationship but rather a complementary one. The eternal theme of integrated development for traditional publishing enterprises is to rationally apply and develop quality content resources to provide readers with more comprehensive and superior services.

[1] Cai Xiang. Traditional Publishing Integration Development: Process, Patterns, Models, and Paths [J]. Publishing Science, 2019(2): 5-14.

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

Source: ChinaXiv –Machine translation. Verify with original.