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On the Innovative Cultivation of Publishing Talent in the New Era: Postprint

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Abstract

The advent of the new era has ushered in new development opportunities for the publishing industry, wherein the development of publishing talent serves as the primary driving force for achieving high-quality development. The innovative cultivation of publishing talent thus constitutes an issue requiring urgent consideration. This paper analyzes the current status of publishing talent in the new era and explores innovative cultivation approaches from perspectives including self-improvement of publishing professionals and the nurturing environment provided by publishing enterprises.

Full Text

On the Innovative Cultivation of Publishing Talents in the New Era

Abstract: The advent of the New Era has brought new development opportunities to the publishing industry, and the advancement of publishing talents represents the primary driving force for achieving high-quality development in publishing. How to innovatively cultivate publishing talents is an urgent issue that demands careful consideration. This paper analyzes the current state of publishing talents in the New Era and explores innovative cultivation approaches from the perspectives of self-improvement among publishing professionals and the supportive environment provided by publishing enterprises.

Keywords: New Era; publishing professionals; innovative cultivation; publishing enterprises

By Li Jianzhou

With the arrival of the New Era of socialism with Chinese characteristics, the publishing industry—an important component of both cultural undertakings and

cultural industries—has embraced new development opportunities and been entrusted with new cultural missions and historical responsibilities. To fulfill these responsibilities, we must innovatively cultivate publishing professionals, equipping them not only with traditional editorial skills but also with competencies aligned with the demands of publishing in the New Era.

1.1 Shortage of Omnimedia Publishing Talents

Publishing talents in the New Era must meet the standards of high-end composite professionals who are omnimedia-savvy, expert-oriented, and “specialized in one area but competent in many.” They should be familiar with traditional publishing while understanding the development patterns of new media, market operations, and possessing international perspectives and collaborative spirit [1]. Currently, the publishing industry has a strong demand for such high-end composite talents, particularly in the omnimedia environment where professionals proficient in new media, marketing, and business planning are especially scarce.

1.2 Insufficient Innovation Capacity Among Publishing Professionals

First, some publishing professionals are content with the status quo and satisfied with their current working conditions. This manifests as passivity at work, adherence to traditional editorial methods, ignorance and unwillingness to learn new skills—especially under the omnimedia backdrop—and limited knowledge of cutting-edge publishing theories, coupled with weak motivation for self-improvement in professional competence and research. Second, innovation awareness remains weak among many publishing professionals. They hold innovation in awe, perceiving it as distant from their own work, demonstrate low sensitivity to publishing trends, and lack innovative consciousness in daily publishing activities.

1.3 Inadequate Attention to Continuing Education and Training

Although continuing education has become institutionalized, problems such as unreasonable curriculum arrangements and insufficient enterprise attention prevent it from achieving its intended effects. First, publishing professionals lack opportunities for external training. External training inevitably incurs considerable expenses and disrupts regular work; due to budget and scheduling constraints, many publishing enterprises discourage or even oppose staff participation in external training programs. Second, online continuing education courses are merely perfunctory. Some enterprises purchase online continuing education hours for their staff simply to satisfy regulatory requirements, yet many employees treat these courses superficially without genuine engagement, rendering online learning ineffective. Third, although some enterprises invite industry experts for instruction, poorly designed and impractical face-to-face courses result in low participation enthusiasm and fail to achieve desired training outcomes.

1.4 Unscientific Talent Management System and Imperfect Cultivation Mechanisms

Current publishing talent management systems suffer from imperfect structures and lack innovative concepts. Enterprises' existing personnel systems—including talent cultivation mechanisms, promotion pathways, and welfare policies—are inadequately designed. First, enterprises still evaluate talents using traditional methods, primarily conducting quantitative salary assessments based on academic credentials, positions, and professional titles, which fail to reflect actual professional competence and performance contributions. Second, limited internal mobility results in surplus staff being unable to exit while outstanding external talents cannot enter, preventing existing talents from fully utilizing their capabilities. Third, enterprises lack systematic talent development planning and talent identification mechanisms, resulting in underutilized human resources and unfulfilled potential. Fourth, enterprises lack effective innovation incentive mechanisms, offering neither material rewards nor spiritual recognition for innovative methods developed by staff, which dampens work initiative and hinders subjective motivation and creative enthusiasm.

2. Strategies for Innovative Cultivation of Publishing Talents in the New Era

In response to the current situation, publishing enterprises can strengthen innovative talent cultivation and enhance professional competencies through the following approaches:

2.1.1 Strengthen Vocational Education and Enhance Sense of Mission

First, publishing professionals in the New Era must thoroughly implement Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, actively responding to the Party Central Committee's emerging publishing concepts regarding cultural innovation and integrated publishing development since the 19th Party Congress. Second, they must possess a strong sense of mission, shoulder the responsibilities of the era, uphold political standards, and always prioritize maintaining the correct political orientation. Third, innovative cultivation must be built upon noble publishing ideals, treating publishing as both a career and a lifelong pursuit to be pursued with dedication and resourcefulness. Fourth, professionals must strengthen publishing ethics education, inherit and carry forward fine publishing traditions, remember their publishing mission, uphold correct publishing values, prioritize social benefits, strengthen scrutiny of publishing topics, ensure proper political guidance, value orientation, and refined taste, provide readers with quality intellectual nourishment, and earnestly fulfill their social and cultural responsibilities.

2.1.2 Enhance Self-Cultivation and Foster Innovative Thinking Habits

Innovation constitutes the primary driving force for publishing development in the New Era, especially under the new circumstances of high-quality, deeply integrated publishing development. The innovative development of publishing professionals serves as the original impetus for industry innovation. To meet New Era requirements, publishing professionals must advance with the times, grasp development trends, promote continuous innovation in editorial methods and publishing modalities, constantly upgrade their knowledge, capabilities, and professional competencies, and strive to become high-quality, specialized, and innovative talents.

First, New Era publishing professionals must possess innovative consciousness and thinking, keen insight, and efficient execution. They should be adept at identifying publishing hotspots under new circumstances, courageously break through traditional work patterns and methods, demonstrate cross-boundary thinking, skillfully integrate various resources, and play exemplary and leading roles in industry development [2]. Second, they must pursue distinctive publishing values and maintain an innovative spirit in daily work, never abandoning opportunities for innovation. Whether publishing new works or republishing existing ones, innovative operations are both possible and necessary. Against the New Era backdrop, publishing innovation must establish an omnimedia integration mindset centered on “Internet + Publishing,” reinforcing this innovative consciousness in daily work and using it as a lever to practice omnimedia integrated publishing innovation.

2.2.1 Establish Efficient and Pragmatic Training Programs

First, emphasize internal business training. Publishing enterprises can invite leading internal talents to provide practical skills training for frontline editors, sharing insights from book production experiences. Mentorship and team collaboration systems can be implemented to cultivate new editors and accelerate their growth. Enterprises should also strengthen job rotation training, enabling frontline editors to understand different departmental operations and familiarize themselves with the entire publishing workflow through cross-departmental experience.

Second, emphasize external training opportunities. Enterprises should strive to create conditions encouraging staff to participate in various publishing-related training programs. Such participation enables professionals to acquire relevant business knowledge and comprehensively enhance their capabilities while also broadening their networks, connecting with accomplished peers and authors, and expanding their horizons.

Third, emphasize inter-enterprise exchange training. Different publishing enterprises possess distinct corporate cultures, spirits, connotations, and characteristics, each with unique strengths in innovative talent cultivation and comprehensive quality improvement. Enterprises should create opportunities for

staff to learn from peer organizations, promoting resource sharing and channel connectivity to inspire talent development.

Fourth, emphasize practical continuing education. According to regulations, publishing professionals must complete no fewer than 72 hours of continuing education annually, a prerequisite for registration renewal [3]. Publishing enterprises should proactively address New Era challenges, establish new positioning, and achieve transformation through horizontal collaboration, vertical communication, resource sharing, and platform co-construction to provide more diverse and quality continuing education services. Curricula should be tailored to different professionals, keep pace with the times, scientifically arranged with outdated courses removed and current hot topics added. The proportion of case study courses should increase to combine theory with practice and stimulate learning enthusiasm. Instructor selection should be meticulous, engaging appropriate publishing experts and leaders to maximize training effectiveness.

2.2.2 Improve Talent Cultivation and Management Mechanisms

First, improve talent cultivation mechanisms. Publishing enterprises should adopt new perspectives, strategically prioritize talent development, strengthen humanistic construction, optimize human resource structures, employ multi-pronged approaches, scientifically plan employment mechanisms, establish comprehensive incentive systems, create scientific compensation frameworks, provide favorable working environments, develop efficient training mechanisms, and emphasize both material and spiritual incentives tailored to individual needs.

Second, improve talent evaluation mechanisms. Enterprises should incorporate achievements in work innovation and participation in innovative projects as important criteria for awards, promotions, and performance assessments, encouraging professionals to enhance business capabilities and research levels while leveraging their technical strengths to accelerate digital transformation and high-quality development.

Third, improve talent mobility mechanisms. Enterprises must break down departmental barriers, facilitate unimpeded talent flow, strengthen internal job rotation, and enable editors to experience various departments such as distribution and proofreading. Multiple channels should be used to introduce talents and improve cultivation and reserve systems, such as recruiting from researchers and developing specialized talents into professional publishing editors.

Fourth, improve talent employment mechanisms. Enterprises should fully tap staff potential, implement competitive appointment for key positions, place suitable professionals in appropriate roles, boldly employ young editors, discover talents through practice, and encourage participation in publishing research and innovation.

The clarion call for publishing in the New Era has sounded, with innovation becoming the key support for high-quality development, and publishing talents

serving as practitioners of this innovation. New Era publishing professionals must be guided by Marxist journalism views, hold high the banner of innovation, and strive to promote innovative development in the publishing industry.

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