

The Basic Qualities and Innovation Capability of Traditional Chinese Medicine Journal Editors in the New Media Era: Postprint

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Abstract

Against the backdrop of the new era, the development and application of media have exerted a certain impact on traditional editorial work, and editors of traditional Chinese medicine (TCM) journals have also been affected to a certain extent. At present, the working environment for TCM journal editors needs to correspond to the new media environment. Therefore, the traditional system of TCM journal editorial work can no longer meet the requirements posed by the new media era; TCM journal editorial work must keep pace with the times and engage in continuous innovation. Based on this, this paper investigates the fundamental competencies and innovative capabilities required of TCM journal editors in the new media era, summarizing and elaborating on the pathways for innovation in TCM journal editorial work and the cultivation of fundamental competencies in the current period, with the aim of laying a foundation for the sustainable development of TCM journal editors.

Full Text

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On the Basic Qualities and Innovation of Traditional Chinese Medicine Journal Editors in the New Media Era

Abstract: Against the backdrop of the new era, the development and application of media have impacted traditional editorial work, and Traditional Chinese Medicine (TCM) journal editors have also been affected. In the current period, the working environment for TCM journal editors needs to align with the new media landscape. Consequently, the traditional TCM journal editorial system

can no longer meet the demands of the new media era; TCM editorial work must keep pace with the times and continuously innovate. Based on this, this study examines the basic qualities and innovative capabilities of TCM journal editors in the new media era, summarizing and elaborating on the pathways for innovation in editorial work and the cultivation of fundamental qualities, aiming to lay a foundation for the sustainable development of TCM journal editors.

Keywords: new media era; TCM editors; qualities; capability innovation

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With the deepening of reform and opening up and the country's sustained development, the cause of Traditional Chinese Medicine has advanced considerably over time. Coupled with China's emphasis on and support for TCM, the TCM industry and its undertakings have achieved unprecedented growth, and the number of TCM journals has consequently increased. According to statistics from the end of 2018, CNKI alone indexed over 1,000 TCM-related journals, with more than 100,000 journal articles on platforms such as Wanfang Data and VIP. The volume of published TCM articles is considerable. Therefore, as a TCM journal editor, one must enhance one's comprehensive qualities, perform one's duties effectively, continuously innovate working methods against the backdrop of new media, and strive to achieve innovation in TCM editorial work as soon as possible.

1. Impact of New Media Era on Journal Editing Work

Influenced by the development of the times, traditional TCM journals have been affected by current networking trends, and their working methods have consequently changed. Editorial work has transformed from traditional cumbersome procedures to rapid computer operations, enabling communication with personnel across various regions. With the rapid development of internet technology, TCM journal editors are no longer constrained by time or region in the process of resource sharing and can complete their work with high quality.

1.1 Simplification of the Manuscript Solicitation Process

Traditional manuscript solicitation was not only cumbersome but also involved numerous steps. Effectively simplifying this process can further enhance editorial efficiency and precision. The traditional solicitation process required first identifying target authors, then communicating with them effectively to obtain consent, followed by sending invitation letters via fax. After authors completed their writing, manuscripts would be mailed back to the editorial office for further processing before publication—an approach that was both cumbersome and

untimely. Under the new media backdrop, modern technology application has effectively streamlined this process while providing strong interactivity. Advanced communication technologies enable more timely editor-author communication, facilitating efficient implementation of solicitation plans. By fully utilizing the internet's instantaneous communication features, editors can rapidly execute solicitation requirements while promptly fulfilling solicitation plans.

1.2 Reviewing and Proofreading

In the manuscript editing and reviewing process, reviewing is particularly important. Traditionally, editors first conducted preliminary reviews and sent manuscripts for external expert review, after which the editorial department director performed a second review, and finally the chief editor conducted the final review based on the second review. Manuscripts passing all three reviews without issues and meeting quality standards would be accepted for publication by the editorial office and subsequently indexed by databases. Those failing to meet requirements needed further revision and adjustments to content structure and format. Consequently, paper manuscripts became increasingly illegible after multiple revisions, sometimes to the point of being unmanageable. Under the new media environment, manuscript reviewing has become relatively simple, as manuscripts are transmitted in electronic document format, allowing editors to use software for annotations during review without the risk of illegibility from repeated modifications.

Proofreading is an important component of manuscript review and receives adequate attention. Modern information technology has transformed proofreading qualitatively, shifting its focus from traditional methods to current standardized models. For modern publishing proofreading, the first step is ensuring standardization of initial drafts to guarantee author manuscript quality. Second, each review stage must be checked to ensure modifications meet author requirements. In the modern information context, since most proofreading work is completed during the review process, the reviewing and proofreading stages now largely overlap. The traditional editorial workflow, which required three reviews and three proofreads, severely impacted magazine publication cycles. Currently, with the popularization of information technology and networks, most journal offices no longer accept paper submissions; electronic documents have taken center stage.

2. Analysis of Basic Qualities for TCM Journal Editors in the New Media Era

With the rapid development of the times and the popularization of internet and scientific technology, new media in the current era has integrated into people's daily lives, influencing their thoughts and behaviors, and profoundly impacting social operational models. As a traditional medium, TCM journals must keep pace with the times to develop in the new era. TCM editorial work should

continuously innovate, as innovation is the foundation of national and social progress. The penetration of new media development in the current era has impacted journal editors, and foreign magazines also compete in the domestic market, affecting journal development. Therefore, facing this dual pressure, TCM editors must continuously innovate, abandon traditional thinking, address their shortcomings, actively enhance their qualities, and lay a foundation for the sustainable development of TCM journal work.

2.1 Enhancing Ideological Awareness

To perform TCM editorial work well in the current era, editors must first have clear ideological understanding. Only by strengthening their understanding of their work and continuously learning can they ensure error-free work. Against the backdrop of the new media environment, enhancing professional qualities for TCM editors should begin with two aspects: first, having adequate understanding of policies; second, strengthening professional knowledge learning. Only through comprehensive policy understanding can editors ensure clear guidance for their professional knowledge, and only through effective professional knowledge learning can they implement party policies in practical work—these two aspects are complementary. With continuous development and deepening reform, China has introduced unprecedented policies to safeguard people's health and promote the sound development of TCM. Furthermore, the continuous development and prosperity of TCM have created conditions for TCM paper generation and pointed out the direction for TCM journal editors. From another perspective, editors should timely grasp and understand relevant national publication policies during work, further enhance their ideological awareness and policy level, and effectively guide TCM journal editorial work. Moreover, editorial work requires substantial professional knowledge, and publishing has clear regulations and standards. Therefore, those engaged in TCM journal editing and reviewing must study relevant standards to promote standardization and normalization of their work and enhance their fundamental qualities.

2.2 Emphasizing Professional Mission and Responsibility

In the new media era, those engaged in TCM journal editing are required not only to have professional mission awareness but also a sense of responsibility. They should more deeply recognize the importance of editorial work and continuously engage in self-learning and self-enrichment during daily editing and reviewing processes to expand their knowledge domains. TCM journals shoulder the special mission of preserving TCM cultural literacy, promoting medical development, and disseminating socialist core values, while also influencing public consumption and pharmaceutical cognition, serving as a beacon guiding China's pharmaceutical industry development. Based on this, TCM journal editors must adapt to the times, embrace new media, adapt to era transformations, and seize development opportunities with proactive initiative.

2.3 Proficient Utilization of New Media Tools

Current new media primarily encompasses three aspects: internet, television media, and mobile media. Against the backdrop of rapid mobile internet terminal technology development, mobile media has comprehensively surpassed the other two, and proficient application and comprehensive mastery of mobile media have become indispensable skills for TCM journal editors. Acquiring, editing, and integrating internet information through new media channels is an inevitable trend for future TCM journal editorial work. Currently, some TCM journal editorial offices widely adopt online submission systems and editorial platforms for manuscript collection and review, while some utilize WeChat and Weibo platforms to expand traditional media into the all-media domain. Therefore, TCM journal editors require not only traditional editing capabilities but also all-media editing abilities, necessitating a shift from traditional print media to new media involving video, audio, and aesthetics. In the continuous process of innovative editing and production, integrating big data information into manuscripts using new media formats can perfectly demonstrate and effectively leverage the advantages of new media's interest and novelty. Based on this, proficient utilization of new media tools to carry out work has become an inevitable trend for editors to enhance their professional qualities.

2.4 Editorial Quality

Regardless of traditional or emerging media, editorial work is based on manuscript quality, and its content and nature do not change due to scientific and technological development. Currently, TCM journal editors must strengthen article content quality review in their daily work. Text is the core of articles, and in the new media era, editors require excellent scripts. If text quality has problems, articles lose their practical significance. TCM journal editors should continuously enrich their knowledge, improve their cultural literacy, language abilities, and other comprehensive skills. Additionally, article production must keep pace with the times. According to internet characteristics, appropriate internet language should be used in articles to make works align with era development. It is important to note that negative language should be avoided, ensuring articles are politically consistent with socialist core values while maintaining high scientific standards.

2.5 Comprehensive Enhancement of Editorial Capabilities

Those engaged in TCM journal editing and reviewing require strong professionalism, so they must strengthen their professional knowledge and deeply understand the fundamental knowledge, characteristics, and advantages of TCM. TCM journals shoulder the special mission of ensuring TCM cultural literacy and promoting medical development. Due to the integration of multiple disciplines in the current new economic environment, TCM journal editors face more knowledge challenges during article editing. For example, two common issues in TCM scientific papers are clear concept elaboration and adherence to

TCM theoretical guidance. Editing such issues requires editors to possess strong TCM theoretical and practical knowledge. Since Chinese and Western medicine belong to different systems, despite both studying the human body, their differences are substantial. For instance, in discussing visceral knowledge, problems arise where names are the same but substance differs. Based on this, TCM journal editors must have clear cognition of such issues, continuously enhance their qualities, establish sound learning concepts, and persist in self-learning and evaluation. Additionally, they can actively participate in training on TCM and editorial publishing to comprehensively address professional domain deficiencies and effectively integrate learned knowledge with publishing field theories.

3. Pathways for Developing Editorial Innovation Capacity in the New Media Era

Under the new media backdrop, to improve the quality and effectiveness of TCM editorial work and maximize the communication value of TCM journals as mainstream media, editorial innovation should be strengthened, and TCM journal editorial concepts should be actively transformed. Based on information technology and digital technology, multi-dimensional information resource integration can be achieved. With internet development, new media has tremendously impacted traditional media, and journals, as important information transmission media, face formidable challenges. Journal editors should possess the following innovative awareness: (1) Not be limited to past journal development models, but preserve accumulated experience as a foundation for future development while daring to innovate, trying new methods, exploring untrodden paths, seeking long-term effective development approaches, and integrating new thinking into all aspects of journal development. (2) Journal success depends on content, and column setting determines journal direction, so efforts should be made in column setting, combining various conditions to pave the way for subsequent development. (3) During topic selection, editors should consider reader needs while clarifying objectives, finding ways to increase reader interest and curiosity while ensuring journal scientific quality, and cultivating a large loyal readership. (4) Subscription numbers are a primary manifestation of journal vitality. By leveraging accumulated internet thinking and drawing on others' experiences, taking journal quality as the fundamental point, subscription numbers can be increased through innovative methods. (5) Through multiple understandings and analyses of innovation, people gain new cognition of journals. The primary task is determining how to develop journals better and more sustainably. Currently, information updates extremely rapidly, and multiple fields are developing swiftly. As the starting point of planning, topic selection plays a crucial role in controlling the direction of entire editorial activities. Topics can follow social hotspots and scientific domain directions, closely integrating readers' interests with scientific development to better promote journal development. Meanwhile, discussion of hot topics can be added to journal content to provide systematic explanations of current situations.

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