
AI translation · View original & related papers at
chinaxiv.org/items/chinaxiv-202310.01522

Transformation and Innovation in Editorial Publishing in the New Media Digital Era: Postprint

Authors: Wang Rong

Date: 2023-10-08T00:00:00+00:00

Abstract

With the continuous development of science and technology, an increasing number of advanced technologies are being gradually applied across various industries, thereby bringing about profoundly significant impacts. For instance, the application of digital technology has greatly propelled the informatization development of editing and publishing. The progressive deepening of networking has given rise to an endless stream of new media forms, including electronic documents, online literature, and electronic journals. Consequently, to foster innovation and development within the traditional editing and publishing industry, it is imperative to attach paramount importance to modern advanced technologies such as new media digitalization. This paper will conduct a comprehensive investigation and research on editing and publishing in the context of new media digitalization, aiming to establish a solid foundation for the transformation and innovation of traditional media editing and publishing.

Full Text

Transformation and Innovation in Editing and Publishing in the New Media Digital Era

Abstract: With continuous technological advancement, an increasing number of advanced technologies are being gradually applied across various industries, bringing about profound impacts. The application of digital technology, in particular, has significantly propelled the informatization of editing and publishing. The deepening of networking has given rise to numerous new media forms such as electronic documents, online literature, and electronic journals. Therefore, to promote innovation and development in the traditional editing and publishing industry, it is essential to attach great importance to modern advanced technologies like new media digitization. This paper conducts a detailed investigation and research on editing and publishing under the new media digital

context, aiming to lay a solid foundation for the transformation and innovation of traditional media editing and publishing.

Keywords: new media; digital era; editing and publishing; transformation

1. Limitations of Traditional Publishing

1.1 Limitations of Traditional Publishing Teams

Currently, traditional publishing houses still employ numerous staff members with outdated knowledge structures and weak acceptance of new things. These “veteran” employees not only demonstrate low acceptance of new media but also, because they mostly hold senior positions, cause publishing houses to fall into a state of complacency. This negative attitude of avoiding new technologies due to rigid knowledge and thinking inevitably poses serious obstacles to the entire publishing house’s development. Moreover, in today’s era of information explosion, publishing house personnel must possess strong comprehensive capabilities to facilitate harmonious and stable development of the traditional publishing industry [1]. However, most publishing house personnel fail to meet these requirements, which is one reason for the sluggish development of traditional publishers. In the digital era, publishing houses require more composite publishing professionals who understand digital technologies and networks. This talent shortage makes it difficult for publishing house staff to effectively expand their thinking when solving problems, ultimately affecting the digital transformation and development of publications.

1.2 Limitations of Traditional Publishing Processes

In the pre-internet era, publication distribution often required undergoing complicated publishing processes. In today’s digital and networked age, many of these steps are directly eliminated, indirectly reflecting that most traditional publishing processes consist of redundant links that seriously affect the quality and efficiency of publishing department distribution. Figure 1 [Figure 1: see original paper] illustrates the basic process of traditional publication publishing.

From this process, it is evident that traditional publishing department distribution is extremely complex. From the perspective of modern digitalization and informatization, many of these processes and steps are unnecessary. The repeated appearance of these unnecessary steps leads to low efficiency in traditional publishing houses. Although traditional publishing processes place great emphasis on publication quality, they fail to consider subsequent reader services, which greatly affects readers’ interest in traditional publications. After experiencing the impact of online media, readers increasingly prefer to find reading materials on mobile phones and computers [2]. Additionally, because traditional publications do not emphasize post-production packaging, they also lack necessary

promotion. In contrast, the internet contains vast amounts of complex information, so to attract readers' attention, information publishers often painstakingly package information, giving online publications exquisite promotional materials that can easily attract readers.

2. Exploring the Advantages of Digital Publishing

Digital publishing has significantly improved publishing efficiency by eliminating numerous unnecessary steps. During digital publication, editors can communicate with readers, marketers, and authors at any time, ensuring continuous interconnection among all publishing stages and greatly enhancing both the speed and quality of digital publishing. Furthermore, digital publications have the greatest advantage of being distributable not only through traditional print media but also through mobile phones, computers, and other mobile terminals—broad channels that represent a huge advantage traditional publishers lack. The specific digital publishing process is shown in Figure 2 [Figure 2: see original paper].

2.1 High Efficiency of Digital Publishing

Digital publishing refers to a publication method integrated with networks. In a network environment, stages such as manuscript review and editing can be optimized through computer technology, greatly improving process efficiency. Meanwhile, during digital publication distribution, editors can maintain contact with readers, marketers, and authors, coordinating with each other under the network environment, which substantially enhances editorial efficiency [3]. Additionally, digital publications require no printing and can be distributed directly after review, further improving distribution efficiency.

2.2 Greater Diversity in Digital Publishing Product Forms

Digital publishing broadens the operational platforms of traditional publishing, making information transfer more convenient. The compatibility, sharing capability, and openness of digital technology enable various information contents to be organized and presented in digital form through computers and transmitted across different information platforms. This largely facilitates reception by readers through different terminals, making information consumption more convenient.

2.3 Lower Operating Costs and Higher Editorial Efficiency in Digital Publishing

Compared with traditional publishing, digital publishing features a more optimized publishing structure that can significantly reduce operating costs and improve editorial production efficiency. In recent years, major domestic publishing groups have recognized the enormous potential of digital publishing business and attached great importance to the introduction of digital technology.

Moreover, when reorganizing their publishing industry chains, many publishing groups develop digital products specifically to save costs required by traditional publishing and to attract more reader attention.

3. Emerging Editing and Publishing Technologies and Applications Under New Media

Media forms that have existed for a long time, such as newspapers, radio, and television, are now collectively referred to as traditional media. Media forms that have emerged in recent years, such as networks, mobile phones, and digital television, are called new media. Compared with traditional media, new media has a broader coverage and concept, encompassing numerous modern advanced information technologies and devices, including digital, network, wireless communication technologies, and computers, mobile phones, and wireless terminals [4]. Additionally, in terms of information delivery to users, the breadth of new media information transmission channels is unmatched by traditional media.

Since traditional media can only perform single processing of publishing materials, both the processing speed and efficiency are significantly low. New media, supported by modern electronic technology, not only makes original editing and processing work more convenient but also ensures processing accuracy while achieving far superior article fluency and exterior design quality, making it more popular among the public. Regarding planning and selection after information collection, traditional media typically relies on editors' predictions of topic attention levels. New media can use digital media such as computers to conduct detailed analysis of topic credibility and popularity. Moreover, with computer assistance, new media can determine an effective planning scheme, substantially improving topic selection success rates. Thus, new media also holds advantages in topic planning that traditional media lacks.

Because traditional editing and publishing focuses most of its attention on publication quality without time for vigorous promotion, only books with excellent quality can achieve high sales. However, with economic development and the expansion of the book market, competition among enterprises has become increasingly fierce, and relying solely on single promotional forms such as book launch events is clearly insufficient [5]. If promotion can be conducted through contemporary popular channels such as the internet, portal websites, and social networking platforms, maximum effect can be achieved at minimum cost, thereby promoting publishing house benefits.

4. Problems in Digital Era Editing and Publishing

Digital editing and publishing has changed people's reading habits and significantly improved editing and publishing efficiency with digital technology support. However, under the current era background, numerous problems still exist in digital era editing and publishing, and these issues are important challenges

that must be faced in the transformation from traditional to digital editing and publishing.

According to relevant domestic survey data, the vast majority of the general public believes that traditional publishing in China can no longer meet contemporary consumers' reading demands in terms of either content or processing levels. Moreover, since readers are independent individuals with different reading interests, this poses an extremely difficult task and challenge for traditional publishing. Although many publishing enterprises have begun using digital technology for digital processing of publication topics, insufficient attention to reading quality issues has resulted in uneven publication quality [6]. To achieve effective control over information editing and publishing, it is necessary to commit to unifying publishing standards, as only by introducing unified and effective publishing standards can stable development of the editing and publishing industry be maintained.

5. Transformation and Innovation in Editing and Publishing Under New Media Digital Era

5.1 Actively Transforming Mindsets

In the new media digital era, to successfully transform and innovate traditional editing and publishing, the first step should be to abandon outdated thinking, especially among those who have worked in editing and publishing for a long time. Their fixed work thinking and methods make it difficult to achieve short-term transformation when facing new media technology impacts. Therefore, relevant staff in traditional editing and publishing must actively update their concepts and thinking, deeply analyze the development direction of the publishing industry under the new media digital environment, and better grasp industry development trends to promote their own thinking transformation. Additionally, traditional editing and publishing should effectively learn from the advantages of digital publishing, create new models, enrich various forms, and develop more development methods suitable for the editing and publishing industry.

5.2 Deeply Understanding New Technologies

Technology application is undoubtedly the most significant characteristic of digital publishing. Technical personnel should actively cooperate with professional personnel to conduct effective communication. Meanwhile, traditional editing and publishing personnel should actively learn relevant professional technical theories and implementation functions to better ensure product maintenance and operation. Moreover, new media digital editing and publishing involves numerous technologies, such as communication technology, network technology, and computer technology. This requires traditional editing and publishing personnel to learn and master network technology more thoroughly and apply it flexibly in practical work.

5.3 Emphasizing Diversified Development and Innovation

Nowadays, publishing editors should master network technology proficiently in the digital era context, retrieve and innovate numerous topics, break through previous single content, ensure launched e-books meet reading demands, and possess innovative thinking. Only in this way can they gain more support and recognition from readers, effectively mobilizing readers' initiative and enthusiasm to actively read newly published e-books and truly accomplish editing and publishing work well. Clearly, only by skillfully operating network technology and digital technology can editors achieve timely and comprehensive understanding of the latest information, then proceed with editing and innovation of e-reading content based on this information, making launched e-books more diverse, gradually changing the previous situation of single and boring published books, better attracting readers' attention and reading through various topics, and allowing readers to experience the interest, diversity, and innovation presented by e-reading.

The popularity of e-reading demonstrates that relying on advanced digital technology plays a significant role in promoting transformation and innovation in publishing editing, making it more diversified and pluralistic, better fitting readers' preferences, breaking through time and space limitations, and enabling readers to independently search for publishing editors' e-books anytime and anywhere, effectively promoting sustainable development of the publishing editing industry.

5.4 Accelerating Innovation in News Communication Editing

Along with China's steady socioeconomic development, computers have become increasingly popular and play a very important role in people's lives and work, also promoting innovation in publishing editing work methods. In practical work, editing personnel can use the internet to download information and materials, dynamically grasp the latest broadcast news information, and based on this foundation, edit and innovate more effective book content. Using digital technology, they can edit obtained news into e-reading modes, allowing readers to access timely news information through the internet. Meanwhile, because edited e-books and periodicals can display images more three-dimensionally and intuitively, readers experience stronger visual impact, enabling them to have deeper understanding of publishing editing content and retain it longer. Additionally, during this process, readers will inevitably experience many advantages of e-reading in information reception, becoming more accustomed to searching for relevant news periodicals and e-books online, increasing their reading volume and significantly promoting development of the editing and publishing industry.

5.5 Cultivating Good Psychological Qualities

Since paper publications represent a relatively official information dissemination method and constitute an important traditional media form, people have

high trust in traditional paper media information. As publishing editors in the new era, they must not only possess good exploratory spirit but also effectively discipline themselves, consistently adhering to not publishing content with poor values or moral perspectives. Therefore, publishing editors must have good psychological qualities, demonstrating strong immunity when facing negative content by not believing in or spreading rumors. Moreover, because editors face psychological pressure from deadlines in practical work, they need to adopt certain methods to relieve this pressure. Currently, some online relaxation methods and psychological tests can achieve certain effects, helping to improve self-psychological qualities.

References

- [1] Wang Younian. Strategies for Traditional Editing and Publishing in the New Media Era[J]. Office Operations, 2017(9):181-182.
 - [2] Wang Juanli. Transformation and Development of Journal Editing and Publishing Under New Media Environment[J]. China Media Technology, 2018(10):83-84.
 - [3] Zhang Meng. Analysis of Map Editing Characteristics in the Digital Publishing Era[J]. China Newspaper Industry, 2018(9):96-97.
 - [4] Liu Han, Zhang Yong. Skills and Thinking of Science and Technology Book Editors in the Digital Era[J]. Publishing Wide Angle, 2018(8):48-50.
 - [5] Chen Gang. Research on the Application of Digital Publishing Technology in Editorial Practice[J]. Journal of Harbin University, 2018,39(6):99-101.
 - [6] Zhang Xiaodi. Exploration of Digital Publishing Technology and Digitalization of Editing and Publishing Work[J]. Media Forum, 2018(9):151-151.
- (Author' s Institution: Shanxi Science and Technology Publishing House Co., Ltd.)

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

Source: ChinaXiv –Machine translation. Verify with original.