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## Exploring the Cultivation of Editorial Awareness: A Postprint

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### Abstract

Throughout an editing career, one inevitably cultivates multiple forms of editorial consciousness. However, with the rapid development of the publishing industry, the weak editorial consciousness among young editors appears to be emerging as a key factor influencing book quality. Through a brief review, this paper explores the developmental pathways for cultivating fundamental editorial consciousness, innovative consciousness, and managerial consciousness.

### Full Text

#### Exploring the Development of Editorial Consciousness

**Abstract:** In an editor's professional career, various forms of editorial consciousness inevitably develop. However, with the rapid development of the publishing industry, the weak editorial consciousness among young editors appears to be becoming a critical factor affecting book quality. This article briefly examines and explores the pathways for developing editors' basic consciousness, innovative consciousness, and business consciousness.

**Keywords:** editorial consciousness, innovation, business consciousness, Amoeba

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In the publishing industry, editors serve as the core of the entire business process, and the development of their editorial consciousness is crucial for the entire publishing workflow and even book marketing. A qualified editor should possess various forms of consciousness, including political sensitivity, market

awareness, cost consciousness, business consciousness, innovative consciousness, responsibility consciousness, premium product consciousness, and quality consciousness. The publishing industry prioritizes social benefits, making political sensitivity the most important and absolutely non-negotiable aspect, emphasizing political principles and correct orientation. Market awareness, in essence, is the consciousness of planning production according to market demand changes and seeking development in accordance with market economic laws—only book products that pass market testing can achieve good economic benefits. Book publishing costs are controllable, and editors should constantly strive to save costs and minimize expenses in their work. While some may believe that business consciousness is only required for enterprise leaders, the unique attributes of book products, combined with the application of the Amoeba management model, mean that every editor should possess business consciousness. Innovative consciousness is the most valuable yet most difficult to cultivate.

## 1. Good Editorial Consciousness Significantly Enhances Professional Competence

In an editor's professional career, fundamental business competence is a key element ensuring a smooth career path. This competence encompasses not only basic editorial skills but also various forms of consciousness embedded in the editorial process. Here, the authors categorize editorial consciousness into three types: basic consciousness, innovative consciousness, and business consciousness.

### 1.1 Basic Consciousness

Beyond their commodity attributes, books possess more important functional and spiritual attributes. Only by adhering to correct public opinion guidance, ensuring healthy and positive content that can cultivate readers' sensibilities, can we properly grasp the direction of publishing. Basic consciousness primarily includes responsibility consciousness, quality consciousness, political sensitivity consciousness, premium product consciousness, and market consciousness. While everyone has their own definition of editorial consciousness classification, this article focuses not on classification but on the pathways for developing editorial consciousness.

**1.1.1 Practice Makes Perfect** Editors' fundamental business capabilities are formed gradually through practice after training. Editorial basic consciousness, particularly quality consciousness, political sensitivity consciousness, responsibility consciousness, and market consciousness, is cultivated through this practical process. Book quality management encompasses content quality, editing quality, printing quality, and design quality. Every year, the Central Propaganda Quality Inspection Center randomly selects books from the market for quality spot checks and publishes the results through authoritative media. Quality consciousness deepens through continuous practice; editors must keep this

concern at the forefront of their minds, maintain sufficient attention, and summarize common error-prone areas throughout their work. Political sensitivity consciousness requires not only attention to the technical accuracy and completeness of knowledge points but, more importantly, vigilance regarding political orientation in the text. When encountering uncertain content, editors must promptly consult authoritative sources for verification. While academic books have a relatively low probability of orientation issues, this small probability cannot be ignored—the consequences of such problems are extremely serious. Responsibility consciousness is a form of self-awareness; only editors who can bear responsibility, are good at bearing responsibility, and are courageous in bearing responsibility are excellent editors. The cultivation of responsibility consciousness relates to individual character and habits and is constrained by relevant laws, regulations, and publishing business management rules. Responsibility represents an opportunity for self-development and a means of self-improvement. Through continuous subconscious responsibility education, editors can achieve self-consciousness and capability enhancement. As editors, they must integrate market research during the book planning stage, plan marketing activities before publication, and collaborate with marketing personnel after publication to form an effective marketing system. Editors are indispensable in the book marketing process, making the cultivation of market consciousness crucial for their work. The development of editors' basic consciousness requires accumulated effort and cannot be achieved overnight. Editors must constantly maintain the correct direction, preventing the neglect of quality due to speed-chasing.

**1.1.2 Engaging with Global Hotspots** With the popularization of information technology and artificial intelligence technology, people's dynamic response to global hotspots has become increasingly rapid. Although the publishing industry is constantly impacted by the internet, the impact is less intense than in other industries. As an outstanding editor, one must identify useful knowledge from a vast ocean of information to train individual editorial consciousness, such as premium product consciousness, political sensitivity consciousness, and quality consciousness. Developing a good habit of reading news can broaden one's sensitivity consciousness, thereby discovering and planning higher-quality projects. Here, sensitivity consciousness includes insight into content and the ability to capture hotspots—essential qualities for an excellent editor. Editors each have their professional fields, and focusing on global hotspots within these fields can help fully identify relevant marketing hotspots. Market consciousness takes root in editors' minds through continuous practice and tracking various hotspot activities. Basic editorial consciousness has various manifestations, and engaging with global hotspots enables editors to keep pace with the times and the world, constantly updating their editorial skills and enhancing their business capabilities.

## 1.2 Innovation Consciousness

Henry Ford, founder of Ford Motor Company, once said, “Innovate or die.” The publishing industry also requires innovation. Therefore, possessing innovative consciousness forms the foundation of innovative activities. So-called innovative consciousness refers to a stable mental state comprising people’ s level of understanding and degree of recognition regarding the value and importance of innovation, the attitude formed toward innovation, and the use of this attitude to regulate and adjust one’ s activity direction. Innovative consciousness and creative activities are complementary, gradually developing and improving together. The primary problem currently facing the publishing industry is insufficient innovation: digital publishing and traditional publishing have been at odds for over a decade, yet their integration remains elusive; despite the rapid development of artificial intelligence and internet technologies, the publishing industry’ s technological innovation has stagnated; and since publishing is essentially a content industry, content innovation remains weak. For an excellent editor, possessing innovative consciousness can enable faster progress. The cultivation of editorial innovative consciousness should focus on four aspects: (1) cultivating intellectual curiosity, (2) cultivating curiosity, (3) cultivating creative desire, and (4) cultivating critical thinking. The cultivation of innovative consciousness cannot be simplified or superficialized—it is a serious, rigorous, and strict creative activity that must follow objective laws. We must combine the cultivation of innovative spirit with a scientific attitude toward knowledge, emphasizing both the process and results of innovation, as well as the quantity and quality of innovations.

## 1.3 Business Consciousness

Enabling all employees to possess business consciousness has become an important management philosophy for many enterprises today. Kazuo Inamori’ s “Amoeba” management model aims fundamentally at cultivating talent—specifically, business talent aligned with the entrepreneur’ s philosophy—thereby achieving full participation and shared management. Similarly, in the increasingly fierce competitive environment of the publishing industry, on one hand, international publishing resources are becoming more concentrated, with top multinational publishing companies wielding greater resources and discourse power; on the other hand, domestic book varieties have reached relative saturation. Only by cultivating a group of editorial talent that shares the publishing enterprise’ s philosophy can we forge ahead in the torrent of competition and achieve both economic and social benefits. The cultivation of business consciousness requires enterprises to provide sufficient conditions. In Professor Mitsuya Yutaka of Kobe University’ s book *Creating High-Profit Amoeba Management*, five conditions for implementing the “Amoeba” model are introduced. Individual editors are essentially Amoeba organizations. (1) Trust relationships within the enterprise. Publishing enterprises produce spiritual food, and disseminating useful knowledge is their social responsibility. Under this premise, trust

relationships between publishing managers and employees are easier to establish. Appropriate business assessment mechanisms combined with reasonable compensation distribution systems make this trust relationship more stable. (2) Data rigor. Amoeba management requires a rigorous, thorough spirit in dealing with numbers. Only with such rigor can employee wisdom be unleashed and Amoeba management realized. Most publishing enterprises have implemented digital workflows, and this digitalization makes data more transparent, which is crucial for implementing Amoeba management. (3) Timely feedback of frontline numbers to the workplace. The internet enables faster information dissemination, and with the rapid development of online business, market feedback can be easily and promptly grasped by each editor, thereby dynamically controlling book marketing plans and project planning. (4) Regularly checking whether the Amoeba aligns with work characteristics (especially workflow). With the rapid development of the internet, publishing enterprises increasingly emphasize flexibility and speed. If Amoeba divisions do not match work characteristics, errors may occur in certain links or problems cannot be handled flexibly. Therefore, if a method is found that better unleashes the Amoeba's potential, it should be split or merged without hesitation. (5) Employee education. Without certain knowledge, editors cannot identify problems based on business numbers or find reasonable solutions. Education in this area is essential. In addition to strengthening business consciousness, editors' cost consciousness is also crucial. The cost consciousness of all employees relates to managers' consciousness. To improve cost consciousness among all employees, managers must not only possess high cost consciousness themselves but also create an atmosphere conducive to raising cost consciousness and promote its management. Due to the gradual expansion of publishing scale and accelerated publishing pace, each editor must handle between ten to thirty book titles annually. Without sufficient editorial consciousness, quality accidents can easily occur. However, the cultivation of editorial consciousness must be integrated with one's primary duties. Only by summarizing experiences and lessons from continuous practice, absorbing effective nutrients from the vast ocean of knowledge, gradually transforming them into individual knowledge and skills, and through constant tempering and accumulation, can editors form unique habits and working styles—what we call editorial consciousness.

In modern society, innovative consciousness is particularly important. We must pay attention to closely integrating the cultivation of innovative spirit with inheriting the excellent traditional culture of the Chinese nation, enhancing our confidence, courage, and ability to cultivate innovative consciousness. Only by daring to try and daring to break new ground can we grow rapidly.

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