

Transformation and Development of Journal Editing and Publishing in the New Media Environment: Post-print

Authors: Wang Juanli

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

Abstract

The emergence of new media has endowed traditional journal editing and publishing models with more diversified development spaces and platforms, while digitalization constitutes the inevitable trend of their evolution. To facilitate the smooth transformation of journal editing and publishing and to enhance publication quality, relevant editors and practitioners should fully leverage the advantages of new media to construct digital platforms, thereby comprehensively advancing the modernization of traditional journal media and aligning with contemporary developmental trends.

Full Text

Abstract

The emergence of new media has created more diversified development spaces and platforms for traditional journal editing and publishing models, with digitization representing the inevitable trend of this evolution. To achieve a smooth transformation of journal editing and publishing and improve quality, editors and practitioners should fully leverage the advantages of new media to construct digital platforms, thereby comprehensively advancing the modernization of traditional journal media and aligning with contemporary developmental trends.

Keywords: new media; journal editing and publishing; transformation and development

Introduction

The advent of the new media era has intensified the challenges facing traditional media. Traditional media can no longer meet contemporary readers' demands in terms of either publishing efficiency or format, making the digitization of

journal editing and publishing an irreversible trend. Traditional media should proactively seek reform, strengthen cooperation with self-media, and pursue a mutually beneficial and win-win path.

Drivers of Digital Transformation

1.1 Rapid Development of Information Technology

In an era of rapid development of internet platforms, information technology—born of its time—has swept the globe based on network platforms and digital models. Against this backdrop, editing and publishing have gradually transformed through acquisitions, reorganizations, and mergers among groups, completing the publishing transition under new circumstances. Leveraging digital technology and scientific network development, the industry has rapidly transitioned to digital products, with new products and publishing models emerging based on new technologies. In this process, diversified online publishing industries have arisen, expanding worldwide to include online books, online videos, and online education.

1.2 National Policy Support

Modern technological development receives national policy support. Driven by these policies, digital information technology integrates with all industries, while the state simultaneously emphasizes development and innovation in the publishing sector. Supported by relevant transformation policies, guidelines, and opinions, traditional publishing has gradually transformed and upgraded, completing its shift to digitalization. With national policy encouragement and government advocacy, the pace of modernization in traditional publishing methods has accelerated.

1.3 Changing Reading Habits

The micro-era has transformed traditional reading habits, with digital communication media and communication carriers providing diverse reading methods. Compared with traditional reading models, modern publishing formats offer advantages of convenience, speed, and large capacity, spreading rapidly and winning reader favor. Meanwhile, the rapid development of the internet has shifted readers' thinking patterns, guiding them to actively accept digital publishing formats.

1.4 Advantages of Digital Publications

Digital publications' main advantages include short cycles, fast updates, high efficiency, strong effectiveness, diversification, and strong interactivity. They break through traditional layout limitations, utilize information storage and expansion to provide platforms for resource sharing and information linking,

and offer convenient retrieval and portability, demonstrating prominent modern characteristics.

Challenges in the New Media Environment

Modern development models provide broad space for the dissemination of information technology, offering promising prospects for digital publishing. While bringing opportunities, this development also presents certain challenges: (1) Traditional editing models struggle to meet modern journal publishing demands, as authors' articles are published rapidly, placing substantial workload pressure on traditional publishing efficiency. (2) Traditional distribution methods rely primarily on printing, requiring lengthy finalization, typesetting, and printing cycles, whereas digital publishing can be completed rapidly, thus threatening the timeliness of traditional journal distribution. (3) Traditional print journals have low economic benefits. As digital publishing becomes prevalent, audiences obtain journal content from online platforms, greatly squeezing the production space of traditional journals, limiting their economic development, and creating developmental bottlenecks. (4) Digital publishing imposes higher requirements on editorial staff, who must possess not only abilities in manuscript review, author liaison, and typesetting proofreading but also skills in electronic information utilization, mastery of advanced network technology, understanding of modern management concepts, and certain computer knowledge. Thus, in the new media environment, employment pressure on scientific publishing staff has increased.

Transformation Strategies

3.1 Building Networked Platforms

In the new media environment, journal editing development breaks through traditional process limitations, utilizing network platforms to form an organic unified whole and providing systematic, automated, and digitalized operations for journal publishing, distribution, and after-sales service. In this era of rapid information development, journal networkization within the network platform model includes the digitalization of all processes: editing, content, information services, publishing and distribution, and journal management. Therefore, in constructing modern network journal publishing models, corresponding network application systems and functional modules should be perfected.

When designing such application platforms, modern technology should provide technical support for all segments. The platform's main modules and systems include data storage databases, manuscript information collection, processing and production systems, office information management, and network journal publishing systems. Throughout this operational model, the database serves as the core, ensuring other subsystems can operate both independently and inter-connectedly, utilizing network platforms to achieve the standard of one-time data entry with repeated utilization.

With database support, all application systems become an organic unified whole, forming a complete network industry chain work platform. The database's rationality, compatibility, and scalability enhance overall system performance. This can be achieved by improving database functions for entry, submission, rejection, and publication, so that the database does not need to link with the basic database for large-scale data operations each time it runs, thereby improving the efficiency of online editing work.

3.2 Online Integration and Digital Workflows

3.2.1 Integrated Online Information Collection, Editing, and Publication Compared with traditional print journals, digital journals must integrate publishing processes with information technology, ensuring that production, approval, and publication all rely on network platforms and are completed online using internet electronic information technology. This online digital journal approach saves resources, shortens timelines, and improves efficiency.

3.2.2 Online Finalization and Full-Text Reading In the traditional print publishing era, after articles were finalized through editing, they still had to undergo complex approval and publishing processes before reaching readers, causing information transmission lag. Meanwhile, earlier finalized articles might not reach readers in sequence, representing a loss for both readers and authors. In modern journal editing, articles can be selectively and sequentially published online in a timely manner, guaranteeing dissemination and reading. This ensures the timeliness of academic research on hot topics, and under the influence of information technology development, full-text online reading functions have become widespread.

3.2.3 Fragmented Article Display and Expanded Content Journal publishing using internet platforms can display data through diverse formats, while readers can select and customize content according to their needs and interests, breaking through traditional journal reading limitations. Simultaneously, digital technology compensates for print publishing's space limitations. By analyzing reader data, reading appeal increases and related information expands.

3.3 Cluster Development and Cooperation

In promoting journal publishing digitization, publishers should strengthen cooperation with relevant organizations, emphasizing collaboration with clusters and collectives such as CNKI, Wanfang Data, VIP, and China Science and Technology Online. This achieves a cluster-based digital resource development platform, provides data information and convenient services for audiences, continuously optimizes modern journals' practical application effects, extends and expands transformation channels for editing and publishing, and enhances the influence of modern digital journals through cluster development and cooperation.

3.4 Leveraging New Media Platforms

The birth of modern communication tools provides new development pathways for information dissemination, while intelligent information transmission methods offer convenience, mobility, and uniqueness for media development. Utilizing modern software, communication devices, and related apps creates new opportunities for media development and brand promotion. In the new media environment, digital journal publishing is both a product of its time and an inevitable path for journal editing and publishing development. Using software such as WeChat, Weibo, and apps to build a multimedia “two micros and one terminal” promotion platform not only expands information dissemination channels and adds new journal distribution channels but also effectively extends journal brands, providing readers with rich reading experiences. This process also offers audiences good communication and interaction platforms, enabling effective and timely acquisition of reader feedback, facilitating research into audience psychology, analysis of reading habits, and acquisition of relevant data to continuously adjust publishing content and models according to public needs, providing targeted and customizable reading content.

3.4.1 Weibo Weibo is one of the most popular new media platforms, characterized by brevity and prominent themes, while allowing content extension and enrichment through hyperlinks, images, and videos, providing readers with freer and more relaxed reading experiences and achieving multi-level, multi-dimensional, and multi-angle reading expansion. Journals can publish paper abstracts and keywords on Weibo, enabling readers to immediately understand paper themes and central ideas, effectively stimulating reading interest and leading to paid downloads. The combination of Weibo and journals can attract more readers to traditional journals and facilitate paper dissemination and promotion.

3.4.2 WeChat WeChat is the most common new media format. Journals can establish their own official accounts, through which readers can read papers and receive regular push notifications. Compared with Weibo, WeChat has relatively fixed circles and more stable reader groups. WeChat can add publishing information, popular science knowledge, etc., making paper content richer and formats more novel. Additionally, readers can understand paper content through voice functions, generating reading interest. WeChat official accounts also build a communication bridge between readers and journals, authors, and reviewers. With push functions, manuscripts can be pushed and revised at any time, and reader feedback received, greatly improving journal publishing efficiency and editing speed while enabling rapid and complete collection, analysis, and preservation of reader opinion information.

3.4.3 Smart Terminal Apps As a new publishing format, the emergence of smart terminal apps has completely revolutionized traditional journal publishing and changed people’s reading methods, becoming the mainstream of current new media convergence development. Journal apps adapt the website’s main

functional modules, system editing processes, and journal content to multimedia terminals, enabling online editing, reviewing, and reading, with synchronous operation with journal website systems and powerful functions. Journal smart terminal apps achieve data and information sharing, improve information dissemination efficiency, innovate journal editing models, and provide broader space for traditional media digitalization construction.

Conclusion

In the new media environment, the digitization of journal editing and publishing is imperative. By clarifying current readers' demands for journals, changing the status quo of slow publishing speed, heavy workload, and single format in traditional journal media, actively introducing new media, building proprietary website platforms, promoting digital journals, and fully utilizing new media, journals can truly achieve transformation and sustainable development.

References

- [1] 郎婧, 周建军, 常涛. 互联网新媒体时代科技期刊编辑人才的培养与建设 [J]. 天津科技, 2017, 44 (09): 46-48.
- [2] 樊敏. 新媒体时代期刊编辑的角色转型研究 [J]. 传播力研究, 2017, 1 (08): 117. (Author' s affiliation: Shaanxi Normal University Publishing House)

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

Source: ChinaXiv –Machine translation. Verify with original.