

Path Analysis of Publishing and Cultural Industry Development: Postprint

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Abstract

The advent of the big data era poses new challenges to the developmental trajectory of the publishing and cultural industry. For this industry to sustain its development, it must first identify the problems inherent in traditional operations, comprehend the evolving trend of convergence between data resources and content resources, and continuously elevate the digitalization level of publishing. This necessitates that publishing professionals explore a “big data publishing” pathway aligned with contemporary needs, refine the big data application models for distribution and marketing of digital publications, and establish foundational infrastructure for publishing culture in the new era characterized by simplicity, efficiency, low cost, and ample storage capacity, thereby propelling the industry’s progressive and orderly development through advanced productive forces.

Full Text

Analysis of Development Paths for the Publishing and Cultural Industry

Abstract: The advent of the big data era has posed new challenges to the development paths of the publishing and cultural industry. To achieve sustained development, the industry must first recognize the problems inherent in traditional operations, understand the evolving trend of integrating data resources with content resources, and continuously enhance the digitalization level of publishing. This requires publishers to explore a “big data publishing” model that meets contemporary needs, improve the big data application patterns for digital publication distribution and marketing, and establish foundational infrastructure characterized by simplicity, low cost, and large storage capacity in this new era, thereby driving the industry’s progressive development with advanced productive forces.

Keywords: publishing culture; status analysis; industry convergence; development paths

The rapid development of information technology has fundamentally transformed how cultural information is stored, analyzed, and disseminated. The publishing and cultural industry must keep pace with the times and undergo transformation, seizing new opportunities in the technological evolution of big data and cloud computing. Analyzing existing problems in publishing, exploring industry convergence, opening new development paths, and investigating the practical application of big data technology in digital publishing are imperatives of our era for the publishing and cultural industry.

In recent years, driven by market demands and rapid internet technology development, the publishing and cultural industry has faced impacts from emerging multimedia. The digital publishing industry is experiencing high-speed growth, and online reading has become an indispensable part of contemporary fast-paced life. The swift global expansion of digital publishing in recent years has caught traditional publishing culture off guard. According to surveys, at the beginning of the 20th century, China's digitally stored graphic and textual information accounted for only one-quarter of the global information volume, but by 2012, this figure had exceeded 90%. This represents an epochal challenge to traditional publishing and cultural industries. Facing this reality, traditional publishing and cultural industries must explore effective pathways to facilitate the transition from "digital publishing" to "big data publishing."

1.1 Lagging Industry Chain Links in Publishing Culture

Currently, the publishing and cultural industry chain comprises three basic components: information technology leadership by distributors, control by publishers and producers, and terminal operations by product distributors. This structure falls far short of the rich, technologically collaborative landscape of "big data publishing" under new circumstances. Traditional industry chain links hinder the realization of benefits for operators, processes, and consumers. Digital publications in the publishing and cultural industry require the creation of a complete and efficient profit chain; outdated links can cause substantial economic losses and even lead to the loss of readership.

1.2 Incomplete Operational Processes in Publishing Culture

Consumer interests remain unmet when data circulation is inefficient and business resources cannot be shared synchronously, directly affecting the improvement of industry benefits. The operational processes of the publishing and cultural industry require further refinement to satisfy consumer demands and aspirations.

1.3 Low Comprehensive Operational Capacity in Publishing Culture

The industry's outdated operational processes manifest in three aspects. First is the quality of publication carriers. Modern people express direct and enthusiastic cultural pursuits, yet in the publishing process, phenomena such as rough printing and shoddy binding exist to reduce costs, preventing content and publications from achieving higher preservation value. Second, digital publishing extracts information from the expressive power of text. Precision in language and accuracy in content represent not only responsibility toward readers but also respect for culture. The enduring vitality of the publishing and cultural industry lies in whether content is correct and meets readers' needs. Maintaining strict quality control while pursuing efficiency and economic benefits, and providing readers with beneficial textual information, is essential for the industry's future establishment. Ensuring the vitality of physical publications requires close integration with contemporary information development. For the development of the publishing and cultural industry, we must objectively recognize that current work represents a historic turning point, given present needs for reading and information retrieval. Finally, the transition toward "big data publishing" has been slow. The publishing and cultural industry shoulders the crucial mission of being the first to present graphic information to readers. In this great turning point, we must consider diverse needs across different populations. Physical publications must feature contemporary design in layout and binding. For instance, the documentary literature *Liangjiahe* moves readers with its heartfelt text and spirit of practical action, while its historically significant and representative images are invaluable. Simultaneously, digital publishing culture builds profound emotional bridges among people, expands dissemination channels, and strengthens the industry's broader social impact. However, most socially influential publishing culture cannot yet integrate both transmission functions effectively.

2.1 Updating Development Concepts

As the publishing and cultural industry expands and accelerates, inconsistencies in parameter alignment, delayed business information feedback, and other issues have emerged in workflow processes such as cultural product processing, content-technology integration, and market demand feedback. These cause delays in cultural resource release, reducing consumer attention to publications. Publishing culture symbolizes an era's technological level. Only by leading at the forefront of technological advancement can any period's production development remain invincible and truly achieve its industrial value. Traditional business concepts must proactively transform in conjunction with technological development; otherwise, they will inevitably be eliminated by the times. Strengthening the transition from traditional publishing culture technology to comprehensive internet-based "digital publishing" and "big data" development represents a practical issue that publishing enterprises and relevant personnel must correctly address. Recognizing the technological development direction of the publishing and cultural industry and accepting challenges from new phenom-

ena must begin with transforming concepts—one cannot remain narrow-minded and complacent.

A publishing database is merely the establishment of a platform; what gives it life is the updating of cultural content. Content renewal requires fresh creativity through new technological means, such as self-media and converged media in new media formats. Facing the emergence of new phenomena, facilitating the evolution from “digital publishing” to “big data publishing” for both physical and online platforms requires transcending the ordinary nature of traditional things. In the initial stage of digital cultural publishing work, industry development requires matching updated content with digital journals, newspapers, and books. In the continuous improvement process, it is necessary to closely connect with “fragmented” data content, allowing digitalization to gradually evolve into “big data publishing.” This requires the publishing industry to construct foundational hardware for network platforms and reading terminals to meet people’s diverse and personalized cultural information needs. This process must begin by investigating user needs, customizing personalized and itemized survey information summaries, and then conducting massive data output for digital publishing through original online works, popular WeChat subscriptions, and various professional information databases, ultimately promoting the emergence of new developmental forms in publishing culture.

In this new historical period, cultural industry development constitutes an essential component of social spiritual civilization construction. The publishing and cultural industry must actively innovate, standardize management, plan correct development directions, and formulate more scientific digital publishing organizational structures suited to current and future needs. It must refine traditional physical cultural publishing work, play a pioneering role as new media under the big data era background, adapt to the high-speed growth of the digital publishing industry, and ensure the smooth development of China’s publishing and cultural industry through multi-dimensional resource integration and industrial chain extension. The development of the information technology era requires publishers to courageously broaden pathways for the publishing and cultural industry, enabling it to play a greater role in driving social development forward.

2.2 Enhancing Technological Capacity

To withstand the test of emerging digital publishing technologies, the industry must enhance its technological capacity. The new digital publishing industry requires technological support. During the transition period, continuously supplementing and improving traditional publishing culture and upgrading digital technology serves as the driving force and support for the industry’s sustainable development. The concept that technology is always the primary productive force must advance with the times, based on new publishing culture models for product renewal. Combining their economic strength, enterprises should adopt diversified operational approaches, such as digital publishing technology

outsourcing, full-package revenue sharing, or identity transplantation. For enterprises with weaker economic and technological capabilities, publishing culture technology needs can be fulfilled by collaborating with teams or enterprises possessing stronger digital publishing capabilities, thereby facilitating transitional development across old and new eras and achieving economic win-win outcomes through technological strength.

2.3 Cultivating Technical Talent

The cultivation and recruitment of professional talent constitute effective measures for strengthening productivity in the publishing and cultural industry. The rapid development of digital publishing has created a shortage of applicable talent, posing significant obstacles to industry development. Relying on social talent forces only temporarily alleviates the contradiction between supply and demand. Emerging professional technical talents in editing, reproduction, and dissemination require not only specialized skills but also strong information integration capabilities. The cultivation of interdisciplinary talent requires relevant departments to develop professional curricula aligned with social and technological development, overcoming technical challenges in digital publishing, copyright protection, translation editing, and other areas, thereby providing applicable professionals for the publishing and cultural industry. Additionally, in talent selection for relevant majors, the cultural publishing industry must actively cooperate to facilitate the matching of enterprises with technical personnel.

3.1 Establishing Data Information Platforms for the Industry

Databases are essential information platforms for industries in the information age. For most people, this is no longer an unfamiliar concept—it serves as a “reserve warehouse” for all industry assets, encompassing all production-related information. Establishing databases constitutes a foundational step for the publishing and cultural industry. On this basis, publishers can present their work history and content to target audiences, satisfying societal information needs. In the “Internet Plus” era, the publishing and cultural industry can only enhance its development by effectively utilizing big data. Developing internet functions also represents a crucial wing of cultural industry development. Technological and cultural development in any era undergoes a process of nirvana; the information age requires developing internet functions, building new cultural positions, and expanding pathways for publishing and cultural industry development. The publishing and cultural industry plays a navigational role in political, technological, and cultural development directions, bearing the responsibility and obligation to broaden cultural dissemination channels, strengthen and expand its own industry, and fulfill its due role in society. Completing the construction of big data platforms across temporal and spatial dimensions as early as possible and refining feasible marketing models can not only provide data support for digital publishing cultural products but also enable multiple rational recycling and

utilization of data in cultural publishing and functionality.

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