

# Analysis of Response Strategies for Traditional Editorial Publishing in the New Media Era: Post-print

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## Abstract

The development of new media has profoundly impacted traditional editing and publishing, necessitating comprehensive reform and innovation. This study conducts an in-depth analysis of the challenges confronting traditional editing and publishing, and proposes corresponding countermeasures. Against the backdrop of new media development, traditional editing and publishing must actively pursue innovation, undergo transformation and upgrading, align with prevailing trends, shift their conceptual paradigm of editing and publishing, enhance marketing efforts, and construct a brand-oriented operational model suited to their unique characteristics to achieve sustainable long-term development.

## Full Text

### Abstract

The development of new media has profoundly impacted traditional editing and publishing, necessitating reform and innovation. This paper conducts an in-depth analysis of the challenges facing traditional editing and publishing and proposes corresponding strategies. Under the new media backdrop, traditional editing and publishing must actively innovate, transform and upgrade, follow development trends, shift editorial and publishing perceptions, strengthen marketing, and build a brand-oriented business model that suits their characteristics.

**Keywords:** new media; traditional editing and publishing; branding

## Introduction

Publications serve as important information carriers with rich social functions, such as preserving civilization, transmitting information, and accumulating

knowledge. The rational application of publishing carriers can fully leverage these social functions to meet human needs. Early traditional book publishing relied on paper as its carrier, later expanding to optical, electronic, and magnetic materials. Under the new media context, publishing carriers have undergone tremendous changes.

## 1. Changes in the Publishing Industry Under the New Media Background

Currently, new media has been widely applied across various fields, driving development in all industries, and the book publishing industry has also undergone significant changes. These changes are specifically reflected in the following aspects:

- (1) **New Reading Concepts.** The comprehensive promotion of digital media has transformed people's reading habits, with audiences primarily obtaining information through mobile phones and tablets. In addition to reading textual works, audiences can acquire information through videos and images. This has substantially impacted traditional editing and publishing, which relies mainly on paper-based media. In the new media era, editing and publishing must cater to new media audiences, appropriately editing reading content so that fonts, sizes, and other elements are suitable not only for paper reading but also for media reading requirements.
- (2) **Topic Selection Methods.** In the new media era, readers' thinking and values have undergone significant shifts. Audiences can quickly obtain information through digital media. Compared with information dissemination under traditional media, digital media offers better information integrity. Readers are both audiences and disseminators. Based on this, topic selection becomes particularly important, requiring careful control of novelty.

### 2.1 Rapid Loss of Readership

According to relevant research findings, in 2017, the average annual reading volume of paper books among Chinese adults was 4.66 books, while the comprehensive reading rate of all media among adult nationals only increased by 0.5 percentage points—representing a significant gap compared with developed countries. Against the backdrop of the new media era, electronic reading methods have become increasingly favored by the public. The rapid development of new media has transformed people's lifestyles, with electronic screens proving more attractive than books to young people and even some elderly populations, leading to a continuous loss of readership for traditional books. Additionally, insufficient supplementation of new users has created a generational gap, posing severe development challenges for traditional book publishing.

## 2.2 Failure of Traditional Media Publishing Mechanisms

At present, traditional media publishing mechanisms remain in a status quo maintenance state, struggling to adapt to the times, with prominent aging problems that prevent maximizing resource utilization. This is specifically manifested in the following aspects: (1) **Aging Manuscript Source Mechanisms.** In the new media era, where information spreads rapidly, the model of soliciting manuscripts through manual phone calls and face-to-face meetings cannot obtain valuable information in a timely manner. Meanwhile, authors increasingly prefer online submission methods, but some publishing houses have not opened this channel, causing them to lose some manuscript resources. (2) **Aging Personnel Mechanisms.** Some publishing houses still follow traditional personnel and organizational structures, implementing average distribution in allocation and seniority-based promotion, leading to talent drain and hindering talent cultivation.

## 3.1 Three-Dimensional Publishing Models Driving Publishing Industry Chain Development

From the perspective of customer base ownership, the emergence of new media has fragmented a large portion of target and potential customers, as it offers electronic reading that better aligns with modern information acquisition habits and satisfies audience preferences. For publishing houses, in addition to competing with industry peers, they must also contend with new media for market share. Influenced by new media, traditional editing and publishing models and management systems struggle to adapt to actual market development, necessitating accelerated internal restructuring, transformation of publishing concepts, and establishment of modern publishing philosophies. In the new media era, the internet has created a multi-dimensional space for readers, presenting published content such as literary works in forms like film and audio, allowing readers to choose specific reading methods according to their preferences and needs. This reading approach better suits modern preferences and satisfies personalized demands. The formation of three-dimensional reading models creates opportunities for three-dimensional publishing, driving innovation in the industrialization of publishing houses.

## 3.2 Cultural Development Strategy Guiding Readers to Transform Reading Methods

In recent years, China has vigorously promoted cultural development, emphasizing the importance of reading. In 2016, the State Administration of Press, Publication, Radio, Film and Television issued the “Notice on Launching the 2016 National Reading Campaign,” proposing specific requirements for national reading initiatives. This represents a favorable policy for traditional editing and publishing. Guided and mobilized by national policy, it is conducive to sparking a reading wave across society [1].

## 4.1 Reconstructing Editorial Thinking Patterns to Adapt to Era Requirements

Currently, human demand for culture is increasing and showing sustained growth, with higher requirements for information transmission speed and diversified demands for information display methods—needs that new media can satisfy. Regarding editing and publishing, adapting to the requirements of the new era necessitates actively transforming thinking patterns, shifting from planar to three-dimensional thinking. In the traditional editing and publishing era, technical tasks such as typesetting and printing were not closely integrated with editorial work; editors only needed to consider publishing requirements from the perspective of paper-based media, focusing on internal layout and cover design, with primary activities being topic planning, manuscript solicitation, and review. Under the new media backdrop, editorial activities have evolved, incorporating network technology-based editorial tasks and adding responsibilities such as layout design and material organization. This requires editorial staff to actively transform their thinking patterns, adapt to developmental changes, continuously enhance their capabilities, and effectively address the challenges brought by new media development [3].

## 4.2 Reunderstanding Topic Planning and Publishing Content

Editing and publishing activities involve developing prototype works, combining and optimizing them, and disseminating information content to the public through appropriate carriers. In the new media era, editing and publishing activities must cater to public reading preferences, exercising strict control over topic selection and content editing. When planning publications, it is essential to actively develop and utilize new media. This requires editors to possess strong new media planning concepts and capabilities to produce high-benefit products. Taking book planning as an example, when planning topics, consideration should be given to content transformation, such as conversion into electronic publications. This necessitates editorial staff understanding the finished products and operational requirements of various media, actively shifting their work focus, emphasizing in-depth content planning, and comprehensively disseminating information through new media technology [2].

## 4.3 Strengthening Marketing and Building a Brand-Oriented Business Model

In the new era context, marketing has become a critical link in enterprise production and operation, affecting corporate profitability. For traditional publishing enterprises, against the backdrop of the commodity economy, it is essential to actively participate in marketing activities and utilize new media platforms such as online social media for work promotion. As the internet has become the primary social platform for modern people, as of June 30, 2018, China's internet

user population reached 802 million, with a penetration rate of 57.7%. Among them, mobile internet users numbered 788 million, with 98.3% of internet users accessing the internet via mobile phones. New media occupies most of people's time, and electronic reading has become a new form of reading. The internet's strong interactivity provides smooth channels for information dissemination. This requires traditional editing and publishing media to continuously innovate, integrate their business with new media, and implement three-dimensional promotion using platforms like Weibo and WeChat. For instance, using new media for work promotion, releasing launch information and advertising articles to achieve rapid promotion and coverage, enhance work visibility, and create marketing hotspots.

#### 4.4 Ensuring Quality Control in Editing and Publishing

While new media reading methods offer convenience, the authenticity of disseminated content is difficult to guarantee, leading some people to still prefer paper books because their content undergoes strict scrutiny, editing, and multi-layered review, producing high-quality content worthy of public trust. Guided by the national reading strategy, more readers will return to traditional reading. Editing and publishing enterprises and their staff must fully leverage their advantages, strictly control book content quality, continuously optimize editorial procedures for work content, ensure content authenticity and credibility, and establish a "content is king" philosophy. Additionally, in the new media era, editing and publishing work demands high capabilities from talent, with publishing technology continuously integrating multimedia technology, network technology, and artistic design. The future development trend of publishing is paperless, requiring editors to continuously update their work concepts, enhance their capabilities, and pay attention to terminal formats and other aspects of various reading media to better adapt to editing and publishing work in the new media environment.

### Conclusion

In summary, the development of new media has brought new development opportunities and challenges to traditional editing and publishing, requiring relevant enterprises and personnel to respond actively. In practice, it is essential to seize development opportunities, maintain strict control over editing and publishing quality, and actively transform editing and publishing concepts.

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