

# Reflections on the Core Competencies of Editors in the Integrated Development of Publishing: Postprint

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## Abstract

For publishing, editorial work is of paramount importance. As China's cultural industry develops, the nation's publishing sector is also undergoing continuous advancement. For traditional publishing to better adapt to the evolving times, reform and innovation are essential. Therefore, editors must cultivate a mindset of lifelong learning, continually enhancing their abilities in information screening and integration. They should exemplify the spirit of craftsmanship in their work, strengthen communication and collaboration across departments, comprehend the trajectory of contemporary development, align themselves with the pace of the times, and promptly adjust their knowledge base and professional competencies. Particularly in the current era, as China has entered the Internet age, editors must intimately integrate their work with "Internet+" .

## Full Text

### Abstract

Editorial work constitutes the cornerstone of publishing. As China's cultural industry advances, the publishing sector must embrace reform and innovation to keep pace with the times. Editors must cultivate lifelong learning habits, continuously enhancing their ability to identify and integrate information while upholding the spirit of craftsmanship. They must strengthen communication and collaboration across departments, understand evolving trends, and promptly adjust their knowledge base and professional capabilities. In the current Internet era, editors must integrate their work seamlessly with "Internet Plus" initiatives.

**Keywords:** publishing integration; traditional publishing; editors; Internet; competencies

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## Introduction

With technological progress, numerous industries in China have adopted Internet technology, fundamentally transforming not only industrial practices but also personal information acquisition. If the publishing industry fails to adapt to these changes and adjust its development strategies accordingly, it will face severe challenges. Consequently, the publishing industry has begun integrating Internet technology into its operations, producing popular products such as e-books and audiobooks. This convergence has also enhanced convenience, enabling people to read anytime and anywhere using electronic devices like computers and smartphones. Such integration has aligned China's publishing industry with contemporary developmental trends, fundamentally altering various publishing workflows. As editorial work occupies a central position in publishing, it must evolve to accommodate these industry-wide transformations.

Effective editorial work requires meaningful engagement with readers. In traditional publishing, editors primarily selected topics and developed subsequent plans. Communication with readers was limited to pre-publication market research and post-publication launch events. However, under the integrated publishing model, readers can share their feedback and suggestions on online platforms, providing editors with valuable insights to inform topic selection and workflow optimization. Furthermore, this integration has diversified information access, offering readers both print and digital options. While print books lack portability, e-books solve this limitation, allowing readers to access knowledge anywhere. This shift has transformed editorial responsibilities, requiring editors to adapt their work processes to leverage the advantages of digital books and Internet technology.

### 1. Continuously Improving Knowledge Structure and Establishing Lifelong Learning Awareness

To adapt to social development, editors must continuously acquire new knowledge and technologies to enrich and perfect their knowledge structure, enabling them to navigate their work with proficiency.

#### 1.1 Developing a Comprehensive Knowledge Structure

Against the backdrop of contemporary development, editors must continuously refine their knowledge systems. Editorial work encompasses a broad scope, requiring mastery of diverse disciplinary knowledge. Only with comprehensive subject matter expertise can editors select the most appropriate topics and enhance the quality of academic publications. Moreover, such knowledge enables editors to articulate content more effectively when communicating with readers about specialized books.

While each discipline exists independently, they are not entirely disconnected. Editors must grasp fundamental professional knowledge across various fields to effectively integrate interdisciplinary knowledge, thereby producing high-quality publications. Creating quality books that satisfy reader demands requires a rich knowledge system. Once a quality book is produced, editors must excel in marketing. In the “Internet Plus” era, editors should combine online and offline marketing strategies to expand market reach effectively.

### **1.2 Adhering to Deep Reading**

Reading remains the optimal method for acquiring in-depth knowledge and information. Despite the trend toward fragmented, shallow reading in the Internet age, deep reading is particularly crucial for editors. While general readers may use e-readers and smartphones for convenient, location-independent reading, such approaches typically yield only superficial understanding—shallow reading aimed at simplicity, ease, or entertainment. Shallow reading fails to reveal the true meaning of content, cannot enhance individual knowledge or theoretical thinking, and does not improve professional capabilities. As editors, however, deep reading is essential to impart meaningful knowledge to readers. Through fragmented reading approaches, editors must not only consume content but also reflect upon and synthesize it. Long-term accumulation of this practice effectively enhances knowledge reserves, ultimately enabling the publication of works that provide better experiences for readers.

### **1.3 Leveraging New Technologies**

While most people use the Internet, this does not equate to mastering Internet technology. With the advent of the “Internet Plus” era, a critical challenge for editors is how to effectively utilize new technologies to serve publishing. Editors must not only perform their core duties but also learn to leverage new technologies, truly embodying lifelong learning and keeping pace with the times. They must effectively integrate these technologies into their editorial work, utilizing the Internet not only for information acquisition but also for book promotion and marketing to drive editorial development and progress.

## **2. Effectively Screening and Integrating Massive Information**

Regardless of era or publishing format, the fundamental work of publishing—content—remains its most essential and important foundation. While Internet technology facilitates convenient access to vast information, not all information is valuable or high-quality. Editors must identify, screen, and integrate quality information to perform their work effectively.

## 2.1 Maintaining High Information Sensitivity

After identifying valuable information, editors must process it appropriately. In this era of technological advancement, people can access massive amounts of information anytime via the Internet. Contemporary editors must demonstrate sensitivity to this information and possess exceptional judgment to efficiently identify the most relevant information. This not only saves collection time but also significantly enhances editorial efficiency.

## 2.2 Information Screening

With Internet penetration, everyone becomes an information source, publishing various types of information online at will. Consequently, online information is often chaotic and of uncertain quality. Editors must analyze and evaluate useful information, investigating its authenticity, authority, and sources. This rigorous screening process ensures content quality and timely publication.

## 2.3 Information Integration

Following screening, editors must integrate and summarize selected information. This involves analyzing content, classifying it according to themes, and reprocessing it to lay foundations for topic selection. Additionally, editors must integrate information based on market research findings and reader feedback. A critical consideration is conducting plagiarism checks on integrated information to effectively reduce content duplication.

## 3. Implementing the Craftsman Spirit of Excellence

Many industries now vigorously promote the craftsman spirit, and publishing is no exception. The era has endowed this spirit with deeper meaning. While editorial work shares the common manifestation of book publishing, its specific content varies. Each book differs in content, layout, and binding; each editor possesses different perspectives, disciplinary expertise, focus areas, and work attitudes, resulting in distinct publishing philosophies and varied publications. With Internet technology development, editors design not only print books but also electronic publications. Therefore, editors should further promote the craftsman spirit, meticulously handling every aspect of the publishing process to produce not only exquisite, high-quality print books but also equivalent digital publications.

## 4. Cross-Departmental and Multi-Stakeholder Communication and Collaboration

The development of the publishing industry has transformed editorial work. Editors no longer focus solely on content but must strengthen communication with all personnel involved in the publishing process. Engaging with readers and authors improves content quality; effective communication with art designers and

printing houses enhances book design quality; collaboration with marketing departments enables more effective and targeted promotion to appropriate reader groups. By improving communication and collaboration skills and strengthening engagement with various stakeholders and departments, editors can leverage collective strengths to enhance publishing efficiency.

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