

Exploring Effective Post-Printing Book Editing in the New Media Era

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

Abstract

In the new media era, traditional book editing work has undergone significant changes, which requires book editors to fully recognize the impact of the new media era and actively pursue transformation initiatives. In this study, based on a comprehensive review of the current state of book editing work, this paper further investigates the pathways and methods for the transformation and upgrading of book editing work, hoping to provide assistance to relevant practitioners.

Full Text

Preamble

Exploring Effective Book Editing Practices in the New Media Era

Abstract: In the new media era, traditional book editing work has undergone significant changes, requiring book editors to fully recognize the impact of this transformation and actively pursue professional adaptation. This study comprehensively examines the current state of book editing work and explores pathways and methods for its transformation and upgrading, aiming to provide valuable insights for practitioners.

Keywords: new media; book editing; reading habits

CLC Number: G232

Document Code: A

Article ID: 1671-0134(2018)10-097-02

DOI: 10.19483/j.cnki.11-4653/n.2018.10.038

2. Current Dilemmas in Book Editing Work

Following enterprise system reform, publishing houses formerly operating as public institutions have entered full market competition. This transition has created two fundamental challenges. First, facing intense market pressure, some publishers have prioritized economic interests, shifting their business models toward profit maximization. Consequently, editorial staff have overemphasized profitability, accepting low-quality manuscripts simply to sustain operations. Second, many publishers have lost patience for cultivating authors and developing original topics, instead resorting to imitating or plagiarizing bestsellers. While this approach yields short-term gains, it gradually erodes independent research and development capabilities. Over time, publishers' capacity for sustainable development becomes constrained, leading to a proliferation of low-quality books and eventual market elimination.

Furthermore, both market trend analysis and topic selection directly affect book quality, and effective decision-making in these areas depends heavily on robust information collection capabilities. Under the traditional model, editorial staff relied excessively on personal expertise and established client networks during topic planning, resulting in weak information gathering abilities. While the new media era has effectively addressed this problem—enabling editors to participate more effectively in information selection—some practitioners have yet to adapt, continuing to employ narrow and one-sided information collection methods that compromise work quality [?].

1.1 New Media Era Directly Transformed Reading Habits

Supported by big data and internet technology, the new media era has profoundly impacted traditional book publishing. Electronic publishing and ERP platforms, in particular, are driving monumental changes throughout the editing industry. For editorial professionals, this era has not only fostered innovation in publishing but also subverted conventional industry paradigms, directly challenging traditional editing practices. Under the conventional model, publishing relied heavily on authors and editors: authors submitted manuscripts to publishing houses, where editors reviewed, refined, and released them to the market; alternatively, editors identified topics and commissioned authors for manuscript creation, processing, and publication [?]. This model positioned readers as passive recipients with minimal active participation. In the new media landscape, however, readers' capacity to engage in the editorial process has expanded significantly, with their diverse demands disseminated through Weibo, news platforms, and other channels, thereby increasing the complexity of editorial work.

1.2 New Media Era Impacted the Book Market

The new media era has dramatically enhanced societal information flow, providing people with increasingly diverse knowledge acquisition channels. As audiences move away from traditional books toward more convenient and targeted

alternatives, the book market has suffered. The absence of effective information integration between traditional and digital publishing, combined with high pricing and production costs for certain titles, has led to market contraction and shrinking audiences, threatening the sustainable development of publishing.

3.1 Emphasizing Reader Experience

As mobile information technology increasingly influences editorial work, readers can now access desired content directly on their phones, even through links shared via WeChat official accounts. Consequently, readers' quality expectations for books have risen substantially. Moving forward, editors must prioritize reader experience as a central focus of their work.

Since readers' aesthetic appreciation and enjoyment during reading are largely determined by layout design, editors must pay careful attention to formatting. Functionally, layout design should ensure clear organization and logical segmentation to meet readers' psychological needs for information structure. For instance, when designing different content sections, knowledge points should be appropriately distinguished according to book chapters, ensuring smooth transitions and enabling readers to grasp key information effortlessly. Aesthetically, editors must consider human visual habits to create layouts that genuinely appeal to readers. This requires attention to three key aspects: (1) avoid overly dense text arrangement, which causes visual fatigue and diminishes reading interest; (2) maintain clean, uncluttered overall design, minimizing decorative elements; and (3) when incorporating numerous charts or comics, consider using two-color text decoration based on cost constraints to create a sense of visual continuity for readers [?].

3.2 Enhancing Digital Content Management Capabilities

The new media era has fundamentally transformed public reading habits, making digital publishing an irreversible trend in book editing. Meanwhile, low-quality publications remain prevalent in China's market. Editors must therefore recognize the shift from traditional paper reading to electronic reading and adapt accordingly by transforming their approach to digital products. Key initiatives include:

- (1) **Researching evolving reading patterns.** By comprehensively predicting reader needs and analyzing the current book market, editors can better understand this critical factor influencing publishing. New media has changed reading habits, requiring practitioners to employ technical means to capture market trends and reader interests. Future efforts should leverage social platforms like Weibo and WeChat to identify trending topics, while also connecting with online publishing platforms to track bestsellers—insights that directly inform topic selection and planning.
- (2) **Transforming editorial methodologies.** Building upon foundational

editing skills, editors must harness new media for comprehensive analysis of information collection, editing, and processing. Daily work should capitalize on platforms like Weibo and WeChat official accounts to cultivate follower communities, maintain communication to discern reading preferences, and deepen their understanding of content through these interactions, thereby gradually expanding their brand influence among the public.

3.3 Establishing Copyright Awareness

In the big data environment, copyright awareness is paramount, as copyright constitutes the lifeblood of publications. In the new media era, editors must prioritize electronic copyright, particularly regarding the massive volume of information on online platforms. The principle of “authorize before use” must be strictly observed. All text and images require thorough vetting to ensure compliance with national legal standards and avoid publication-disrupting legal disputes. Currently, as China’s digital copyright protection standards and legislation progress systematically, editors must stay abreast of regulatory changes and comprehensively evaluate editorial requirements within the new media landscape to ensure both compliance and efficiency.

3.4 Emphasizing Marketing and Promotion

To successfully market books in the new media era, promotional efforts must prioritize reader participation, as modern book production represents not a unidirectional process but an information exchange between readers and editors. Reader engagement critically impacts editorial work, making it essential to integrate marketing into readers’ daily lives.

During pre-launch marketing, editors can initiate topic discussions via Weibo and WeChat official accounts to generate widespread attention. For instance, leveraging social media platforms, editors can disseminate relevant information to communities, WeChat accounts, and Weibo platforms before publication, stimulating discussion and reader participation to spark interest. During the marketing phase, editors can collaborate with authors on online and offline events such as book launches and book signings, enabling direct reader-author interaction. This approach not only attracts readers but also facilitates valuable feedback to editors, significantly enhancing editorial quality.

The new media era has profoundly influenced book editing work. For practitioners, future success depends on comprehensively understanding key editorial priorities and transforming methodologies to achieve long-term development in the field.

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