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Research on Post-Prints in Book Publishing and Book Editing in the Digital Age

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Abstract

Due to the rapid development of information technology, China has entered the digital era. Digital publishing has severely impacted traditional book publishing models and has also placed higher demands on the fundamental competencies of book editors. Therefore, book publishing institutions and book editors must confront the influence of digital technology. This paper primarily expounds upon book publishing and book editing in the digital era, hoping to help relevant organizations and personnel enhance their competitiveness and influence.

Full Text

Preamble

Title: A Study on Book Publishing and Book Editing in the Digital Era

Abstract: The rapid development of information technology has ushered China into the digital era, where digital publishing has profoundly impacted traditional book publishing models and placed higher demands on the fundamental competencies of book editors. Consequently, publishing houses and editors must confront the influence of digital technology. This paper primarily expounds upon book publishing and editing in the digital age, aiming to assist relevant institutions and professionals in enhancing their competitiveness and influence.

Keywords: digital era; book publishing; book editing

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1.1.4 Lack of Comprehensive Professionals

In the digital era, China's book publishing industry faces a severe shortage of comprehensive professionals, and relevant institutions have yet to establish effective mechanisms for training, assessment, and professional qualification certification, which undermines the overall professionalism, rigor, and standardization of the industry. As research and development of digital technology continues to deepen, the competency requirements for professionals will only increase. Qualified personnel must possess not only knowledge of book publishing but also command of computer technology, digital technology, and internet technology. Currently, the number of specialized professionals is insufficient, and their overall competency level remains low, making it impossible to meet the development requirements of digital book publishing and resulting in low overall efficiency in the industry's development.

1.1.1 Unclear Industry Chain and Profit Model

At present, most book publishing houses in China are relatively small in scale. Even with the support of digital technology, they cannot establish a complete industry chain, preventing individual digital products from achieving aggregation effects. This has resulted in a profit model dominated by a few information service providers in digital book publishing. The digital knowledge service market is monopolized by these information service providers, leaving book publishing units unable to adapt to the comprehensive development requirements of digital publishing.

1.1.2 Substandard Overall Book Quality

China publishes a vast quantity and variety of books, with far more than 300,000 titles issued worldwide annually. However, the quality of many books cannot be guaranteed. The primary reason is that the development and popularization of digital technology have made e-books fashionable, and coupled with relatively lenient online requirements, popular and high-selling e-books are being published in large quantities, seriously affecting the overall quality of books [1].

1.1.3 Neglect of Intellectual Property Protection

Due to the popularization and development of digital and information technology, book copyright issues have become a key concern for industry professionals. For online publishers to publish and distribute books, they must obtain authorization for the works, which represents an impact on traditional book publishing models but is difficult to implement. With the rapid development of internet technology, online information resources have become an important driving force in the field of digital book publishing, not only facilitating book publishing but also providing convenience for users to query and download knowledge content. Simultaneously, this has caused serious problems with frequent information infringement. Currently, insufficient emphasis on intellectual property protection

by book publishing units has led to diversified forms of infringement, seriously affecting the healthy development of the book publishing industry.

1.2 Effective Solutions

The digital era has posed new requirements for book publishing and editing. To enhance market competitiveness and influence, publishing houses must confront the impact of digital technology and utilize relevant digital technologies to change their development status. For book editors to achieve good career development, they should actively improve their own capabilities.

1.2.1 Constructing a Scientific and Rational Industry Chain To achieve digital development, the digital book publishing industry needs to build an industry chain that runs through the entire sector and innovate profit models to promote mutual collaboration and common development among all nodes in the chain, forming scientifically rational extended services. For example, supporting collaboration between content providers and new media enterprises can only achieve industry resource sharing by giving full play to the advantages of each unit within the industry chain. Additionally, book publishing units should actively explore profit models such as paid advertising and value-added services, combining digital and information technology with diversified means to align the development direction of the book publishing industry with actual social development trends, thereby providing technical and data support for the stable and sustainable development of publishing houses.

1.2.2 Comprehensively Improving Book Quality Regarding the current issues of low-quality and shoddy production in online book publishing in China, relevant authorities must promptly establish review mechanisms and improve the evaluation standards (norms) for book publishing quality. Key content of online books should be reviewed regularly, and books with quality problems or unreasonable layout should be subject to penalties such as revocation or cancellation of publishing qualifications, striving to create a healthy and positive publishing environment to avoid quality degradation caused by the proliferation of e-books. When formulating book publishing quality evaluation standards, relevant authorities should focus on aspects such as innovation, content quality, reading experience, and user evaluation to effectively improve the quality of published books.

1.2.3 Formulating Intellectual Property Protection Regulations Concerning intellectual property protection, Chinese book publishing units should increase their emphasis. First, establish laws for network information resource intellectual property. Since China's current laws and regulations related to network information resource intellectual property have not yet formed formal statutes, mostly appearing as judicial interpretations and administrative regulations, relevant authorities should address the root cause, using computers

as support to replace traditional intellectual property norms with comprehensive network information resource intellectual property laws, thereby promoting continuous updating and improvement of intellectual property laws and regulations for book publishing. Second, establish relevant management departments focused on protecting network information resource intellectual property. When establishing these departments, attention should be paid to: (1) the government should fully implement legal regulations to protect network information resource intellectual property through adjusted legal norms; and (2) strictly implement and execute supervision and management authority, making corresponding provisions for various materials first uploaded to the network, clarifying the scope of infringement, and submitting these works to relevant departments such as the Network Intellectual Property Bureau for record-keeping and real-time online monitoring to ensure improved intellectual property protection levels [2].

1.2.4 Strengthening Professional Talent Cultivation Comprehensive professionals are an important driving force for the healthy development of China's book publishing industry. To truly achieve digital development and enhance competitiveness and influence, publishing houses must have sufficient and professional talent as support. In this regard, book publishing units should first establish a scientific and rational compensation system, using good incentive systems and appropriate compensation to attract more talents to the industry, thereby ensuring the smooth development of digital book publishing. Second, the book publishing industry can establish a performance assessment mechanism, requiring all book publishing units to fully implement the assessment system to enhance the enthusiasm of relevant professionals.

2.1 Topic Selection and Planning Capability

The digital era has posed new requirements for book publishing and editing. Book editors can enhance their topic selection and planning capabilities through market research to excavate and discover potentially useful information. Topic selection and planning is an innovative and creative task that requires book editors to layout, edit, and creatively modify published books according to reader needs. Only when book editors conduct thorough market research and repeatedly verify the results can they ensure the correctness, scientificity, and social relevance of their topic selection. In this regard, book editors should first identify target readers and fully understand their economic level, reading needs, psychological price points, and preferred binding design styles. They should then frequently communicate with distribution personnel to timely understand the market sales of similar books and determine the optimal time and method for releasing their own books, thereby enhancing competitive advantages.

2.2 Organizational and Execution Capability

Book publishing is a systematic, holistic, and relatively independent work, with each 环节 being both interconnected and mutually reinforcing while also con-

straining each other. Book publishing involves many processes, such as market research, topic selection planning, repeated verification, author selection, commissioning, topic declaration, editing and processing, design and production, proofreading, printing, publicity, and distribution. These processes are inter-linked and mutually constraining, forming a tight overall structure, and each process has relative independence that affects the entire book publishing workflow [3]. As the chief coordinator of book publishing, the book editor must possess strong organizational and execution capabilities to control the overall publishing process, handle the relationship between parts and the whole, and ensure efficient and high-quality completion of work.

2.3 Communication and Coordination Capability

Excellent books have excellent authors, and communication and coordination capability is indispensable for book editors. Good communication and coordination skills help editors connect with more outstanding authors, which is crucial for obtaining excellent book resources, building author teams, and enhancing their own value. Authors and editors have an inseparable cooperative relationship. Book editors need to fully understand authors' innovative capabilities, creative levels, and stylistic features, and always maintain an attitude of respect and encouragement toward authors. When works require modification but authors do not accept the revision suggestions, book editors can fully utilize their communication and coordination capabilities to convey their understanding and views of the work to authors, discuss the revision parts with authors, and strive to find common ground through communication to achieve the goal of improving work quality.

2.4 Network Information Gathering Capability

Under the influence of the digital era, information and data are increasing dramatically, and the publishing market is changing rapidly. Information isolation is a major taboo for book editors, requiring them to increase their emphasis on information gathering and enhance their ability to use computers and other devices for network information gathering. Although book publishing units generally have professionals and specialized institutions to gather various information, book editors should also possess the ability to gather, use, and evaluate information to truly participate in the entire publishing process and filter useful information from complex and cumbersome network information. Efficient and high-level network information gathering capability can provide information reserves for topic selection planning, help authors stimulate inspiration, and positively impact updating their own knowledge structure and improving editing levels.

Conclusion

In summary, under the influence of the digital era, book publishing units should actively address existing problems in current development and adopt effective measures to transform and innovate publishing work, thereby enhancing their market competitiveness. Book editors must change traditional mindsets and diligently learn technologies that align with the times, such as digital technology and computer technology, to achieve the goals of enhancing their professional capabilities and broadening their development paths.

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