

Strategies for Improving Book Editors in the All-Media Context: Postprint

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Abstract

In the context of all-media, the book publishing market has undergone significant transformations, with the publishing industry experiencing vigorous innovative changes. As book editors, it is essential to strengthen self-improvement, focusing on political literacy, professional aspirations, and professional capabilities, continuously achieving breakthroughs and innovations to keep pace with the trends of industry development.

Full Text

Preamble

Abstract: In the context of all-media, the book publishing market has undergone significant transformations, with the publishing industry experiencing vigorous innovation and change. As book editors, we must strengthen our self-improvement, focusing on political literacy, professional aspirations, and professional capabilities, constantly achieving breakthroughs and innovations to keep pace with industry development trends.

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Introduction

With the arrival of the all-media era, profound changes have occurred across all aspects of society, and the publishing industry is undergoing tremendous transformation. The all-media era places higher and more profound demands on

book editors. Whether editors can enhance their political literacy, professional aspirations, and professional capabilities determines whether they can keep pace with the development trends of the book publishing market in the new era—a matter of great significance. Therefore, book editors must advance with the times, starting from the current all-media context, deeply perceive market and social transformations, continuously strengthen their learning, discern the general trends of publishing industry development, and comprehensively elevate their own literacy and capabilities.

In the traditional print media environment, book editors often became accustomed to rigid work methods and thinking patterns, limiting their role positioning to text or picture editing. They typically lacked sensitivity toward new technologies and innovations born from the new media environment, and their understanding of the world was confined to information from print media, leading to biased or erroneous judgments about new developments in publishing. In the new media environment, traditional media thinking can no longer adapt to the development of the book editing profession, manifesting as gaps in role positioning, work content, and thinking patterns.[1]

1. Enhancing Political Literacy

Editing work is partly connected to academia and also intertwined with political aspects. A lack of political theoretical cultivation affects the level and quality of editing work, and consequently impacts the quality of compiled books. Book editors serve as important gatekeepers in book publishing and need to possess high political literacy, maintain a holistic perspective, stay informed about relevant laws and regulations, and adhere to the correct political direction.

1.1 Lifelong Learning and Continuous Progress

As book editors, we must strengthen our research and study of the Party and government's guidelines and policies, comprehend the underlying intentions behind these policies, accurately correct various errors in manuscripts, and minimize mistakes to the greatest extent possible. This requires editors to maintain an attitude and awareness of lifelong learning, continuously learning and progressing throughout both work and life. Editorial workers should also consciously enhance their literary cultivation and depth. In daily work, they should focus on improving personal capabilities, broadly accumulating specialized knowledge across various disciplines, and actively studying linguistics, logic, literature, and related fields to comprehensively elevate their cultural literacy.[3] For instance, regarding the term "Eight-Year War of Resistance," the Ministry of Education has issued documents standardizing its usage, requiring the full implementation of "Fourteen-Year War of Resistance" in local curriculum textbooks for primary and secondary schools. As book editors, we should be the first to understand such knowledge, update corresponding terminology, and avoid using outdated expressions that cannot be updated in a timely and effective manner.

1.2 Standardizing Word Usage

The quality of book publications must be judged according to publishing laws and regulations. For instance, in manuscripts on morality and law, history, and similar subjects, book editors should exercise caution when evaluating expressions of significant opinions. For content they are not certain about, editors must consult relevant materials and seek advice from industry experts and scholars before determining how to proceed. Particularly in the characterization of historical figures from ethnic minorities, one cannot generalize but must analyze specific issues on a case-by-case basis with heightened attention. Otherwise, any errors could likely cause unnecessary problems and troubles, exacerbating issues that could have been avoided. Xinhua News Agency has already provided corresponding references on which words should not be used in daily life and which words should be avoided, providing editors with a basis for their work. Editors should reduce or even avoid using words with strong personal emotional coloring, thereby strengthening the accuracy and objectivity of opinion expression.

2. Upholding Professional Responsibility

Professional responsibility refers to the primary duties that workers in specific positions must fulfill based on their professional reality, social development, and personal circumstances. The professional responsibility of book editors can be simply summarized as: based in the fields of news publishing and social communication, unswervingly recording social development, pursuing truth and science, faithfully executing their mission and responsibilities, and addressing various issues in professional development. Only by genuinely identifying with the work of book editing and maintaining aspiration and pursuit for it can one truly love this profession and systematically undertake one's responsibilities. This represents the deepest embodiment of professional ideals and responsibilities, guiding the direction forward when book editors feel most confused and helpless, clarifying what responsibilities should be undertaken, and earnestly fulfilling obligations to do the job well. In the context of the new era, book editors should strengthen their cultural confidence consciousness, shoulder the glorious mission of cultural communication they bear, always maintain a modest and prudent attitude, and edit more high-quality books that serve the spiritual and cultural consumption of the people.

3. Enhancing Editorial Skills

Book editing has distinct cultural characteristics and is a highly professional occupation. This requires book editors to possess not only professional editorial literacy and a deep understanding of Chinese character usage norms, but also basic research capabilities for various types of books and familiarity with the latest academic trends, enabling them to perform their editing work more effectively. Precisely based on this foundation, book editors must possess a professional craftsman spirit, constantly striving for perfection, diligently studying,

reducing errors, and continuously improving their professional skills.

3.1 Cultivating a Positive and Proactive Attitude

As book editors engaged in book publishing work, we should uphold a craftsman spirit of striving for perfection, stand at a higher perspective, engage in in-depth communication with authors about manuscript content, select hot topics, and make manuscripts more complete.

3.2 Enhancing Editorial Literacy and Capability

Schuster wrote in “A Letter to Those Aspiring to Editorial Work”: “Editing is not just a fulfilling career; it is itself a form of humanities education. It provides you with opportunities to work with the most creative groups of contemporary times, allowing you to befriend writers, educators, and various influential figures. You are essentially taking a lifelong course you would be willing to pay for, except that you not only receive a salary while studying but also gain immeasurable satisfaction in knowledge and spirit.”[2] Book editing work provides practitioners with a distinctive work environment, which all book editors should fully utilize, adhere to work objectives, deeply cultivate their internal capabilities in their respective areas of responsibility, and strive to grow into expert scholars, thereby better serving the editing profession.

First, we must respect manuscript authors and communicate with them in a timely manner. During the manuscript review process, we should adopt an extremely serious and responsible attitude, promptly discuss problematic areas with authors, consult relevant materials, and verify manuscript content. As book editors, arbitrarily modifying an author’s manuscript content without the author’s permission shows disrespect for the author and damages the editor’s professional literacy. On this basis, book editors should improve their professional literacy, consider issues from the author’s perspective, aim to publish excellent books, and strive to communicate with authors. Only in this way can we truly accomplish the task of book publishing successfully.

Second, we must study diligently, strive for innovation, and engage in lifelong learning. The characteristics of book editing work require that during the editing process, we cooperate with all parties, facilitate interdisciplinary integration, and while dealing with various types of knowledge, commit to enhancing editorial professional literacy and capabilities, improving the professionalism of the books we are responsible for, and elevating book standards and quality. Ultimately, this enables both young and senior editors to improve and gain experience in specialized work. “Editing power” refers to the execution ability and influence of publishing industry editors—in other words, their comprehensive qualities. Shen Rui, former deputy director of Jiangsu Literature and Art Publishing House, summarized “editing power” from a practical perspective as “the ability to produce a good book.” He also emphasized that this “editing power” is not a capability that only editors should possess, but rather should

be considered as “editing power” for the publishing enterprise as a whole.[4]

Third, book editors should also maintain a calm and unhurried mindset, advance with the times, and continuously progress and improve. In the all-media context, the physical book publishing market has been strongly impacted by online digital resources, causing the book publishing industry to develop an undercurrent of anxiety. As book editors, we should maintain a modest and prudent attitude, perform our duties well, master new information technology developments, learn and explore various new media forms such as websites and apps, keep pace with the times, and meet the challenges of the new media era.

In the all-media context, enhancing professional capabilities and literacy, strengthening political theoretical foundations, and performing cultural communication work with cultural confidence represent new era requirements for book editors. As book editors, we should keep our mission in mind, uphold professional ideals, engage in lifelong learning, continuous learning, and continuous progress, and strengthen the professionalism of our work. In the all-media context, we should remain true to our original aspiration, keep our mission firmly in mind, face the all-media market structure steadily, continuously enhance our various capabilities, and utilize digital resources and information technology to achieve the work objectives of excellent book publishing.

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