

The Innovative Postprint in Traditional Book Publishing in the Context of New Media

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Abstract

With the rapid development of network information technology, the means by which people acquire knowledge have also changed, and obtaining information through web search has become more convenient and efficient. In the book publishing industry, the new media era has brought tremendous impact to the publication and distribution of traditional books, causing a massive loss of readers; thus, innovation in the traditional book publishing industry is imperative. This paper focuses on analyzing the respective advantages and disadvantages of network e-books and traditional books, and proposes a path for the integration and innovation of traditional books under the new media background.

Full Text

Preamble

Innovation in Traditional Book Publishing in the New Media Era

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Abstract: With the rapid development of network information technology, the means by which people acquire knowledge have changed, and obtaining information through online searches has become more convenient and efficient. In the book publishing industry, the new media era has brought tremendous impact to the publication and distribution of traditional books, resulting in a significant loss of readers, making innovation in the traditional book publishing industry imperative.

This article focuses on analyzing the respective advantages and disadvantages of online e-books and traditional books, and proposes a path for integration and innovation for traditional books in the new media context.

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In recent years, the internet has come to occupy an increasingly significant portion of people's lives, to the extent that one might forego meat but cannot live without the net. From searching for information to shopping, from listening to music and watching movies online to reading electronic books, the internet has brought tremendous convenience to people's lives. Particularly in online reading, e-books have won over numerous readers with their fast and convenient reading modes, placing enormous pressure on the paper-based traditional book publishing industry with its thousand-year history in China. How traditional book publishing can develop itself amidst the coexistence of difficulties and opportunities in the new media era and find a path toward integration and innovation is a problem that requires our urgent attention and resolution.

Traditional book publishing often struggles to form timely and accurate judgments about market demand, spending most of the publishing process working in isolation without communicating with readers. Meanwhile, most traditional book authors begin creating only after receiving commissions, thus lacking necessary content accumulation and reader interaction. They develop plots entirely according to their own wishes, which can easily lead to storylines that diverge from audience preferences, lack market orientation, and become disconnected from reader needs.

1.1 Advantages of New Media Relative to Traditional Books

1.1.1 Large Information Volume, Convenient Reading, and Strong Reader Appeal

In today's era of increasingly sophisticated network information technology, diverse reading websites and platforms have proliferated, enabling readers to access needed and interesting books anytime. When seeking to quote classics, readers can simply input keywords into search engines to quickly locate complete quotations, offering remarkable convenience. Moreover, many websites feature review sections and reader forums where audiences can exchange ideas about book content, deepening their understanding and enhancing enjoyment through discussions of particular viewpoints [1]. Additionally, digital media content benefits from diverse sources, with text volume essentially unconstrained by physical carriers, while hyperlinks enable infinite expansion of in-depth reading. Big data algorithms can precisely target reader preferences, and fuzzy matching facilitates efficient text retrieval. In contrast, paper books face constraints from paper, printing, and logistics costs, suffer from limited capacity, cannot incorporate reviews from other readers, offer poor interactivity, generally lack detailed guides, and make specific content retrieval difficult.

1.1.3 Content Easy to Search and Cite, Aligning with Fashionable Information Dissemination Methods

Since new media reading content is in digital form, it typically supports precise positioning through reading software. This enables readers to achieve fully automated retrieval using computers or other reading terminals when citing new media content. Simultaneously, digital retrieval possesses strong fuzzy matching capabilities, assisting users in locating needed content through incomplete information or allowing them to select the most suitable excerpts from various prompts provided by search results. This effectively reduces the workload for users who reference others' works and greatly improves text retrieval efficiency.

In today's era of vigorous internet and mobile media development, disseminating information through networks and mobile terminals has become a familiar and habitual method for the public. The advantage of new media content over traditional books lies in its complete digitization, enabling seamless connection to networks and mobile terminals for information transmission. When traditional books utilize network dissemination, they must undergo the process of digitizing physical books, which not only restricts information transmission efficiency but also affects the integrity of information presentation due to data loss during digitization.

1.2 Advantages of Traditional Books

1.2.1 Higher Reading Quality

Traditional books persist in the new media era due to their distinctive advantages. Most individuals have grown accustomed to writing and sketching with paper and pen since childhood, enabling them to create and record anytime, anywhere, independent of power sources or network connectivity. Furthermore, compared to digital new media reading, paper books with their distinctive scent of ink better facilitate concentrated reading, allowing readers to slowly follow textual descriptions, conjure mental images, and gradually immerse themselves deeply in the book's language and artistic conception. Additionally, reading paper books avoids electronic screen radiation and potential vision damage [2].

1.2.2 Cultural Identity

Identity represents approval and appreciation, and cultural identity pertains to recognition within the cultural sphere. Despite the explosive growth of new media reading in contemporary society, reading habits cultivated over China's millennium-long history lead many to either seek out favorite authors' works for collection within bibliophile communities, purchase physical copies in bookstores after discovering liked content online, or enjoy the aroma of ink while reading during travels. These practices remain common in the new media era, primarily because traditional books evoke stronger cultural identity than electronic readings.

1.2.3 Traditional Books Carry More Cultural Accumulation

The collection of paper books in one's study often reflects the owner's scholarly cultivation. The immersive reading experience of thoroughly poring over paper books offers unique satisfaction that new media cannot replicate. Furthermore, rare historical documents and unique book editions possess considerable value as cultural artifacts. Conversely, electronic devices reliant on data transmission, due to technological ubiquity and unlimited storage replication, cannot embody cultural heritage to the same extent as traditional books.

1.2.4 More Convenient Content Re-reading

During the reading process, readers often develop various needs to revisit previous content due to developments in later sections. As familiarity and reading depth increase, so does the desire to look back.

Although new media platforms offer automatic retrieval and backward navigation, using these features requires exiting the current page and inputting keywords, which severely disrupts reading immersion. Furthermore, using page-turning keys to browse or skip back through content is not only time-consuming but also significantly reduces the spontaneity of selecting re-reading material. Traditional books offer far greater convenience in terms of spontaneous re-reading. While many new media publishers have recognized this issue and added cross-page preview functions to e-book readers, these remain constrained by the inherent limitations of e-reading devices, resulting in still-limited re-reading fluidity. Although page-turning is faster on iPads and smartphones, it still fails to fundamentally improve the accuracy and smoothness of re-reading navigation.

2.1 Establishing Hyperlinks from Traditional Books to New Media Platforms

For traditional book publishing, content generally lacks integration with internet platforms. The vast information on internet platforms and the limited content of traditional books remain disconnected. To enable convenient switching between traditional book content and new media reading material, traditional publishing must incorporate hyperlinks compatible with new media reading methods. For instance, publishers can establish websites, WeChat official accounts, Weibo accounts, and other new media platforms, printing QR codes linking to these platforms directly on traditional books. After purchase, readers can scan these codes to access extensive information online, creating hyperlinks between traditional books and corresponding new media content on internet platforms. This breaks the content limitations of traditional books, transforming them into reading guides or condensed essence of vast new media content.

2.2 Establishing Distribution and Promotion Strategies for Traditional Books on New Media Platforms

Traditional books must actively keep pace with new media development to adapt to the times. For traditional publishers, lowering barriers, breaking free from inherent industry patterns, actively pursuing change, and transforming toward all-media represents the most ideal and effective development model at present.

Traditional books should seek integration with new media platforms not only in content but also in distribution methods and channel construction. By utilizing WeChat (Weibo) promotion, online sales, and electronic payment systems, publishers can leverage internet assistance in areas such as paper book digitization, reader data analysis, reader-editor interaction, and physical book sales. This enables high-quality content to transcend the limited readership of traditional books, attracting broader audiences to experience the joy of reading traditional books through new media approaches.

2.3 Establishing a Sharing Mechanism Between Traditional Books and New Media Readings

Reader groups accustomed to traditional books and those preferring new media reading experiences have distinctly different preferences and habits. Precisely because each serves its own audience, traditional books and new media platforms are fundamentally destined to provide completely different reading experiences, making direct content transfer between them often ineffective. For traditional books to truly become new media-compatible and integrate as digital publications within the internet, they must transform their essential characteristics, reshaping content presentation through new media methods. This enables outstanding copyrighted content to develop into high-quality material suited to the respective attributes of both traditional books and new media readings. This approach transforms new media integration of traditional books from simple digitization into establishing a shared mechanism for the same copyrighted content, fostering interaction and creating truly integrated media products.

Although the new media era has brought tremendous challenges to traditional books, we must recognize their irreplaceable characteristics. In publishing and distributing traditional books, we should strengthen and refine these features, pursuing a path of high-quality innovation. By leveraging new media advantages and integrating with them, these two forms can coexist through competition and achieve mutual development.

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Note: Figure translations are in progress. See original paper for figures.

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