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## Elucidation of Practical Approaches to the Integrated Development of the Publishing Industry in the New Media Era: Postprint

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### Abstract

Against the backdrop of the new media era, the development of the publishing industry has been profoundly impacted, facing unprecedented opportunities and challenges. Therefore, for the publishing industry to achieve better development within the current social context, it should explore measures for the integrated development of new media and the publishing industry, thereby seeking new development paths through practical exploration and providing robust support for the stable development of the publishing industry. This paper conducts a systematic investigation into the integrated development of the publishing industry in the new media era and proposes rational recommendations, striving to promote a comprehensive enhancement of the publishing industry's development level in the new media era.

### Full Text

#### Exploring Practical Pathways for Integrated Development of the Publishing Industry in the New Media Era

**Abstract:** In the context of the new media era, the publishing industry has experienced profound impacts and faces unprecedented opportunities and challenges. To achieve better development in the current social landscape, the publishing industry must explore measures for integrated development between new media and traditional publishing, thereby identifying novel development pathways through practical exploration to provide robust support for the industry's stable growth. This paper systematically investigates the integrated development of the publishing industry in the new media era and proposes rational recommendations aimed at comprehensively enhancing the industry's development level.

**Keywords:** new media era; publishing industry; integrated development

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Against the backdrop of comprehensive advancement in network information technology, China's traditional publishing industry has encountered significant shocks, with the media landscape undergoing tremendous transformation. The industry has even faced developmental predicaments, resulting in suboptimal overall progress. Consequently, to achieve transformation and upgrading in the current social context and develop distinctive competitive advantages, the publishing industry should leverage the technological strengths of the new media era to explore novel development pathways, gradually realizing optimized development and effectively accelerating its development process.

## 1. Talent Integration

Analysis of the current publishing talent pool reveals two critical issues: some professionals possess deep understanding of traditional media but lack comprehension of new media, hindering their ability to facilitate integration; conversely, others understand new media comprehensively but lack knowledge of traditional media, preventing them from formulating appropriate development plans that align with traditional media's characteristics. Therefore, in exploring integrated development pathways, the publishing industry must recognize the importance of talent integration and actively accelerate this process to establish a solid foundation for robust development in the new era.

In practice, effective talent integration requires, first and foremost, modern education and training for traditional publishing professionals to familiarize them with new media characteristics and operational patterns, enabling them to participate in new media reform initiatives under guidance and laying the foundation for innovative development. Second, it is crucial to recognize the importance of building a digital publishing talent workforce. In accordance with the "Guiding Opinions on Promoting Digital Transformation and Upgrading in the Press and Publishing Industry," measures should be explored to ensure that talent understands both traditional media's features and operational patterns while applying digital media technologies to innovate traditional publishing management models and enhance overall management levels [1]. Notably, focusing solely on talent transition is insufficient; to promote organic integration between new media and traditional publishing, the cultivation of composite talent must be explored, and a comprehensive talent qualification review system should be established to evaluate and ensure the effectiveness of talent integration. Only through these efforts can a foundation be laid for the publishing industry's integrated development in the new era.

## 2. Content Integration

Content integration constitutes the core element of convergence. Only by promoting integrated development of content between traditional and emerging media can we prevent the simplistic digitization of traditional publications, which would constrain the industry's modernization. Therefore, it is necessary to explore corresponding integration pathways by combining content from both traditional and new media to provide effective support for publishing development.

First, a comprehensive analysis of the advantages of both traditional and emerging media should inform integration measures. In developing traditional media, it is essential to embrace internet thinking, strengthen the originality and authority of traditional media, and incorporate the flexible expression and strong interactivity of new media. This approach promotes efficient dissemination of publications across broader scopes, enhances their influence, improves the industry's core competitiveness, and ensures that diverse public reading needs are adequately satisfied [2]. Second, content should be grounded in social life, with basic plans for personalized content customization formulated by accurately positioning audience needs. Management practices should incorporate actual audience demands and the characteristics of different new media to develop corresponding reform plans, ensuring that the more original and authoritative content from traditional media is presented in ways that resonate with the public and satisfy the personalized information demands of the internet era. Third, conscious investigation and research into market development during the media convergence era are necessary to establish robust information feedback and innovation mechanisms, ensuring timely grasp of market dynamics and appropriate adjustments to launch high-quality, user-satisfying products more rapidly, thereby comprehensively enhancing both economic and social benefits. Finally, for news products with relatively strong timeliness requirements, the integration process must also emphasize information timeliness by developing more scientific dissemination and publishing plans to prevent news from losing its value during transmission. Only through content integration can the publishing industry identify the correct direction for integrated development and achieve more significant economic and social benefits.

## 3. System Integration

The advent of the media convergence era inevitably impacts traditional publishing work systems, affecting overall industry development and hindering modernization efforts. To clarify the direction of media convergence, the publishing industry must conduct comprehensive and systematic analyses of its actual conditions while exploring integration, thereby strengthening convergence effects.

For instance, analysis of digital publishing reveals that traditional processes—including review, proofreading, editing, printing, and distribution—have become incompatible with the media convergence era. The roles of printing and

distribution have weakened, and some information products can be sent directly to clients after publication, achieving information push and improving dissemination timeliness while expanding reach to meet the practical needs of integrated development [3]. However, digital publishing also faces challenges under comprehensive media convergence, including severe shortages of digital publishing resources and inadequate copyright management systems. The standardized management of digital copyrights for traditional graphic materials encounters obstacles, impeding effective convergence. Therefore, in the current social context, to genuinely promote integrated development of traditional and new media in publishing, proactive exploration of system integration measures is essential. System integration can lay a solid foundation for industry convergence and effectively accelerate the overall process.

#### 4. Management Integration

To improve the effectiveness of integrated development, practical exploration in management integration is necessary to promote standardized convergence and establish a solid foundation [4]. First, integration can enhance the commercialization and marketization of publishing, requiring the introduction of internet management thinking to innovate management practices, build new management models and processes, and enhance the timeliness of management to ensure comprehensive functionality. Second, a robust talent management system for integrated publishing development should be established, implementing all-media talent management to systematically optimize human resource systems and balance interests between traditional and emerging media staff, thereby promoting the construction of scientific and comprehensive training systems. Additionally, performance evaluation and compensation distribution systems should be improved to implement appropriate incentives and penalties based on actual work capabilities and performance, maximizing work enthusiasm and leveraging talent to drive integrated development [5]. Finally, the industry can attempt to build comprehensive supervision systems, improving internal self-discipline mechanisms under legal frameworks to create standardized and scientific management environments for integration, thereby enhancing overall effectiveness.

#### 5. Technology Integration

As technological research advances and scientific levels improve, the publishing industry must also explore technological integration in its convergence efforts, developing scientific integration plans to ensure overall development effectiveness [6]. New media technologies primarily involve big data, mobile technology, and network information technology. Therefore, when exploring integration, the industry should incorporate new media technologies into traditional publishing activities based on actual conditions. Technological integration enables more flexible adjustment of publishing plans, accurate positioning of audience needs, and ensures that publishing products can be presented in novel ways to

gain consumer recognition and approval.

In summary, against the backdrop of the media convergence era, only by comprehensively promoting conceptual integration between traditional and emerging media and conducting in-depth systematic research from institutional and technological perspectives can we gradually improve the development status of traditional media, provide support for their modernization, and ensure they generate greater economic benefits.

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