

Post-Print of Innovation in Academic Journal Publishing and Dissemination Based on Multi-media Convergence

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Abstract

In the internet era, multi-media convergence in academic journal publishing and dissemination has become an inevitable development trend. Academic journal publishers should adapt to this trend, optimize information processing, and innovate editing and publishing models, thereby continuously enhancing their dissemination impact and influence. This paper first analyzes the reform of academic journal publishing models based on multi-media convergence, then investigates factors hindering academic journal publishing, and finally examines effective strategies for dissemination innovation.

Full Text

Innovation in Academic Journal Publishing and Communication Based on Multi-Media Convergence

Abstract: In the Internet era, academic journal publishing and communication based on multi-media convergence has become an inevitable development trend. Academic journal publishing units should adapt to this trend, optimize information processing, and innovate editing and publishing models to continuously enhance their communication influence. This paper first analyzes the reform of academic journal publishing models based on multi-media convergence, then explores factors hindering academic journal publishing, and finally examines effective strategies for communication innovation.

Keywords: multi-media convergence; academic journal publishing; communication innovation; strategies

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With the continuous development of economy and information technology, China has gradually entered the new media era. Against this backdrop, academic journal publishing needs to break through traditional limitations, deeply enhance publishing and communication efficiency, and improve academic influence. However, under the trend of media convergence, academic journal publishing faces multiple constraints. Therefore, greater attention must be paid to actively promoting reform in academic journal publishing to achieve effective integration and sustainable development between academic journals and new media.

1. Reform of Academic Journal Editing and Publishing Models

Currently, academic journals in China remain important carriers of academic publishing and communication, yet they suffer from limited editorial scope, lack of competitive advantages, and severe information homogenization. Therefore, in the multi-media convergence environment, reforming the academic journal publishing model is an inevitable choice. It is necessary to explore suitable integration channels to accurately deliver relevant academic achievements, expand academic information dissemination, and realize positive interactions. This requires a transition from “content provider” to “information disseminator,” and from focusing on author services to actively providing diverse products and services to readers.

A critical challenge lies in effectively integrating resources, improving the editing and publishing process, and establishing an innovative composite publishing model that integrates the interactive relationships among authors, readers, and editors, enabling timely and effective access to high-quality academic achievements based on reader demands. Simultaneously, classified editing and processing are needed to achieve greater interactivity and publishing influence. In the era of multi-media convergence, digital network technology has developed significantly, transforming the ecological environment of academic publishing and further promoting the development of academic research. In the new media age, people have more diversified channels for accessing information, richer resources, and more convenient storage and reading. Relevant academic journal publishing units must actively adapt to new media development, conduct reader market research, promote multi-media convergence, broaden readers' access to information, achieve shared human resources and optimized allocation, and continuously innovate in academic journal editing and publishing. By grasping audience characteristics, enriching editorial content and models, effectively improving publishing quality, and expanding communication channels, the reform and development of academic journal editing and publishing models can

be advanced.

2. Factors Hindering Academic Journal Publishing

2.1 Lagging Development Concepts

With the continuous development of technology and society, people's living standards have significantly improved, and their lifestyles and thinking have undergone corresponding changes. However, the development concepts in China's academic journal publishing field remain relatively backward, thereby hindering the publishing and communication of academic journals. At certain levels, there has been a failure to timely adapt to the characteristics of the new media environment, a lack of innovative thinking, and severe dependence on traditional publishing. Meanwhile, some academic journal publishing development concepts are relatively singular and fixed, consequently affecting the communication effectiveness of academic journals.

2.2 Content Weakening

For academic journal publishing, content is a crucial factor. Weak content often affects publishing and communication effectiveness and fails to attract readers' attention. In reality, due to content preferences, academic innovation is insufficient, content becomes weakened, and this creates serious obstacles to the innovative communication of academic journals. In today's big data era, content represents the integration of much information and contains certain attractive and aggregative capabilities. While a comprehensive market understanding is necessary, blindly pursuing information scale often neglects content innovation, leading to aggravated content homogenization. The development of online media has transformed the ways audiences access information, demonstrating characteristics such as large information volume and wide communication range, which are favored by more people. Through comprehensive analysis, it is evident that there are significant differences between online media and academic journals. Although online media is rich in content, it generally consists of fragmented information lacking meaning and focus. In this environment, the healthy development of China's academic journals is constrained, affecting readers' reading quality and the communication influence of journals.

2.3 Impact of Shallow Reading

Under the trend of multi-media convergence, traditional reading methods are gradually being replaced by shallow reading, affecting academic innovation and academic publishing. In recent years, this shallow reading approach has increasingly replaced traditional classic reading methods, becoming the current mainstream reading mode and trend. Although shallow reading has certain rationality in today's digital network information context, it also has drawbacks that constrain the in-depth development of people's knowledge and thinking, thereby impacting academic journal publishing.

3. Strategies for Academic Journal Communication Innovation

Under the background of the new media era, concepts of academic journal publishing need to gradually transform toward modernization to enable continuous innovation. It is necessary to develop digital network publishing, effectively integrate publishing resources, combine inherent advantages, and achieve continuous content innovation. Simultaneously, publishing resources must be fully utilized, network technology applied, and new reading modes and consumption patterns that cater to readers' needs created to foster new environments and promote the innovative development of academic journals.

3.1 Timely Concept Transformation

The primary issue in promoting academic journal development and innovation is the innovation and transformation of concepts to meet the trends and characteristics of online academic publishing development. Driven by society and economy, people's thinking modes have undergone corresponding changes. Therefore, it is necessary to actively meet the needs of different readers, break through traditional outdated concepts, timely transform publishing concepts, and promote the further development of academic journal publishing. Under the trend of multi-media convergence, digital network publishing has become an inevitable development trend, promoting publishing model reform and opening new development spaces for academic publishing editors. For academic journal editors, updating concepts to meet modern media requirements and establishing new media and network concepts is essential to become digital network academic publishers. In this context, network academic journals are an inevitable choice and development requirement, demonstrating the characteristics of the new media and information network era. Based on the digital network environment, relevant academic journal editors should possess internationalized and open thinking, form scientifically standardized network awareness, establish new editing and publishing concepts, continuously innovate thinking modes, integrate them with digital publishing era characteristics, base themselves on new media, and enhance service awareness. Compared with traditional academic publishing, digital network publishing reflects publishing innovation under new technology models, with rapid information transmission, effective improvement in publishing resource utilization, prevention of the blindness in traditional academic publishing information dissemination, and expansion of academic publishing space. Under the current development environment, academic journal publishers need to learn to use new editing technologies and methods, continuously improve their comprehensive qualities, actively carry out content innovation, enhance the quality and service awareness of academic journals, thereby promoting the better development of China's socialist cultural construction.

3.2 Innovation in Development Models

For the academic journal publishing industry, the transformation from traditional media to digital media has become an inevitable development direction and represents a fundamental change in academic publishing development models. Therefore, relevant academic journals should actively utilize modern information technology, strengthen the integration of different resources, establish a sound academic journal operation mechanism, and gradually transition to network journals. Currently, many academic journals in China have utilized databases to achieve networked development of academic journals and, to a certain extent, improved the communication models of academic journals. However, these are not true network journals in the sense that press and publishing refer to, and they have not yet met the requirements of establishing a digital network journal operation mechanism that integrates content collection, information processing, layout, and sales. To achieve the transition to network journals, it is also necessary to establish corresponding national or disciplinary digital network journal integration within a larger scope and use this as a starting point to establish a digital journal editing and publishing platform. This should include not only academic journal peer review systems and academic literature browsing and downloading systems but also personalized and aesthetically featured journal reading rooms to facilitate systematic reading and appreciation of specific academic journals. Although digital network journals utilize modern information technology and transform people's reading methods, improving reading convenience, this intensive approach has, to some extent, weakened the personality and aesthetic elements of academic journals, losing their subjectivity. To address this situation, journal networks and electronic journal reading rooms can better respond to these issues, cater to the characteristics of the digital network environment, and create a favorable media environment for academic journals.

3.3 Innovation in Systems and Institutions

The network-based development of journals promotes the reform and transformation of China's academic journal industry. While adapting to the new trends of media development, it is necessary to strengthen management transformation, increase market regulation, and promote institutional innovation in academic journal publishing. On the one hand, innovation in the micro-operation system of academic journals should be realized. Corresponding incentive and constraint systems for academic journals can be established to improve people's enthusiasm and creativity and to standardize and constrain behaviors. These include editorial quality, academic quality, and other aspects. By utilizing the advantages of modern information technology, the quality and responsibility awareness of academic journal editors can be improved, thereby helping to gradually enhance the quality of academic journals. On the other hand, modern enterprise systems should be improved to play the role of market resource allocation. Essentially, this means maximizing the use and function of capital to increase

development speed and efficiency. Current globalization is, in fact, the globalization of capital, and capital expansion also forms worldwide network connections and expands influence. Similarly, in the cultural industry, capital also exerts certain influence on academic publishing. Capital's control and influence on academic publishing consumption are not only reflected in external compulsion but also make academic publishing consumption a development trend and an actively pursued consumption consciousness. By improving corresponding enterprise systems and based on the socialist market economy environment, the market's role in allocating resources for academic publishing can be brought into play, and the malignant expansion of capital in the free capital market can be effectively constrained, thereby better promoting the development of China's academic publishing industry.

In conclusion, under the background of multi-media convergence, the innovation of academic journal publishing and communication is an inevitable development trend. Academic journal editors and publishers need to actively transform their editorial concepts, adapt to new trends in academic journal publishing, effectively utilize new editing technologies and models, and enhance innovation and service awareness, thereby further promoting the better development and innovation of academic journals and achieving integration with new media.

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