

How to Accelerate the Integrated Development of Traditional Publishing and Digital Publishing in the New Era: Postprint

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Abstract

With the continuous development of science and technology in the new era, the publishing industry has encountered tremendous transformations. Emerging business forms such as digital publishing and internet publishing have gradually become important strategic choices for China in building itself into a publishing powerhouse. In the new era, accelerating the integrated development of traditional publishing and digital publishing holds significant importance and value for fully leveraging the distinctive features and advantages of both, as well as for fostering the prosperous development of the publishing industry. This paper primarily investigates, from the perspective of publishing institutions, strategies for the integration of digital publishing units and traditional publishing units, and from the perspective of publishing professionals, analyzes the problems in the integrated development of traditional publishing and digital publishing, and proposes pathways for the transformation of publishing professionals.

Full Text

How to Accelerate the Integrated Development of Traditional and Digital Publishing in the New Era

Abstract: With the continuous development of science and technology in the new era, the publishing industry has encountered tremendous transformation. Emerging formats such as digital publishing and internet publishing have gradually become important strategic choices for building China into a publishing powerhouse. In this new era, accelerating the integrated development of traditional and digital publishing holds significant meaning and value for fully leveraging the distinctive features and advantages of both models and promoting the prosperity and development of the publishing industry. This paper primarily examines integration strategies from the perspective of publishing institutions,

analyzing the challenges in the integrated development of traditional and digital publishing from the viewpoint of publishing professionals, and proposing pathways for their transformation.

Keywords: new era; traditional publishing; digital publishing; integrated development

By Wang Xuewei

From the perspective of current social context, modern technology has entered a stage of rapid development and found widespread application in the publishing industry. This has not only propelled the growth of digital publishing but also posed substantial challenges to traditional publishing. Although digital publishing possesses clear advantages over traditional publishing, this does not mean that traditional publishing holds no value; both have their own characteristics and strengths. Therefore, advancing and accelerating the integrated development of digital and traditional publishing is crucial. To gain a firm foothold in the fierce market competition, we must accelerate the integration of traditional and digital publishing to achieve their common development, which will continuously narrow the gap within the publishing industry. However, from the current stage perspective, China's digital publishing industry has demonstrated diverse characteristics under the influence of network dissemination, particularly in the contract signing process between publishers and authors, where electronic contracts are commonly used. Yet these electronic contracts often fail to clearly define copyright concepts, frequently leading to serious digital copyright issues that constrain the development of the digital publishing industry.

1.2 Perfecting Digital Publishing Protection and Management Mechanisms

With the widespread adoption of the internet, both websites and individuals can now copy and disseminate original works anytime and anywhere using internet technology. However, this practice severely damages the copyright interests of original authors and poses a tremendous shock to the traditional publishing industry. Therefore, to alleviate and resolve digital publishing infringement issues, publishing institutions should establish a comprehensive digital copyright protection mechanism, actively improve the collective management system for copyright authorization, and strengthen both judicial and technological protection of digital copyrights to ensure the legitimate rights of authors and change their current disadvantaged position. For instance, collective management organizations such as Google Library and the China Written Works Copyright Society can be established, with relevant copyright protection laws and regulations formulated and implemented to provide better legal safeguards for digital publishing products. Additionally, to ensure the integration and development of traditional and digital publishing, it is necessary to strictly formulate standards for the construction of digital publishing management systems, basing them on market operation principles to achieve the digital integration of traditional

publishing. To achieve legitimacy and standardization, traditional publishing institutions must also establish corresponding copyright authorization and management registration systems, while copyright management departments should increase funding allocation, adhere to principles of fairness and justice, formulate unified industry implementation standards, and accelerate the integrated development of traditional and digital publishing.

1.1 Perfecting Industry Chains and Financing Channels

In the new era, for traditional publishing institutions to transform their passive status, they must actively shift their industrial models, establish cooperative industrial operation mechanisms, and build complete industry chains to achieve mutual cooperation and win-win outcomes. Traditional publishers can fully leverage their editorial advantages to provide developers with more convenient technical platforms, innovate their own media technologies, and deliver higher-quality reading services and experiences to readers. The process of perfecting the digital publishing industry chain requires substantial financial support to ensure adequate talent cultivation and technology research and development. Therefore, traditional publishing institutions should pay close attention to and learn from foreign digital publishing experiences, continuously improve their financing channels, and attract investment from well-funded media channels and digital content distributors based on state financial support and subsidies, thereby accelerating digital integration and development to achieve mutually beneficial outcomes. Moreover, traditional publishers should increase investment in both capital and personnel, continuously innovate to establish a positive corporate and brand image, and continuously enhance their service levels and audience reading experiences, thereby achieving the integration of traditional and digital publishing.

1.3 Enhancing the Influence and Effectiveness of Online Marketing

In recent years, digital products such as tablets and smartphones have become widely used and popularized in people's daily lives and work. Consequently, to quickly integrate into the digital publishing market, traditional publishing institutions have gradually adopted online marketing as an important tool to increase their sales. According to survey statistics, nearly 80% of publishing institutions nationwide have established their own websites and publish information on them. However, the current situation reveals that these online marketing efforts have not achieved ideal results, as merely conducting superficial promotional displays on websites fails to provide readers with tangible services, and readers cannot interact or communicate, creating significant limitations in traditional publishers' online marketing. Therefore, traditional publishing institutions should fully leverage their own characteristics to segment target markets and conduct targeted digital publishing based on different audience groups. Additionally, they can utilize Weibo marketing and search engine optimization for promotion, continuously enhancing their influence and practical effectiveness to

achieve genuine integration of traditional and digital publishing.

1.4 Attracting and Cultivating More Interdisciplinary Talent

Currently, talent competition represents a critical factor in industry rivalry. For traditional publishing to integrate and develop with digital publishing, it is essential to strengthen talent team construction and improvement, thereby enhancing the core competitiveness of traditional publishing institutions. On one hand, traditional publishers need to establish standardized hiring and reward-punishment mechanisms to actively attract more comprehensive interdisciplinary talents who are familiar with publishing processes and even understand technology development, network editing, copyright trade, and computer technology. Therefore, publishing institutions must continuously improve their assessment mechanisms to stimulate employee enthusiasm. On the other hand, they need to strengthen training and education for digital publishing personnel, enhance their industry knowledge and skills, and continuously improve their professional capabilities. They can even organize publishing staff to participate in digital publishing practice activities, fully utilizing practical experience to build a team capable of integrated traditional and digital publishing development.

2.1 Inadequate Understanding

In the integrated development of traditional and digital publishing, some individuals perceive the two as mutually opposed, believing that digital publishing will eventually replace traditional publishing and that the latter will ultimately be eliminated. Indeed, current digital publishing has broken free from the constraints of traditional publishing, with e-book sales far exceeding those of traditional paper books. Combined with advantages such as speed and replicability, this has created tremendous impact on traditional publishing. However, traditional publishing still possesses its own distinctive features and advantages, such as long-established reader communities, author and editorial teams, and marketing forces that digital publishing cannot match. Nevertheless, the relationship between traditional and digital publishing is not one of opposition but rather mutual support and common progress. Typically, digital publishing content tends to be relatively superficial and rough to satisfy demands for convenience and immediacy, whereas works in traditional publishing are mostly more classic and profound. Regardless of the format, content remains critically important. Therefore, traditional publishing should keep pace with the times, continuously improve itself, adapt to readers' habits, and achieve integrated development with digital publishing while maintaining its own characteristics.

2.2 Inaccurate Positioning

Some traditional publishing professionals believe that digital publishing has little to do with them and is solely the responsibility of platform operators and technology developers, consequently opting to outsource digital publishing. For

instance, traditional publishing houses provide resources to partners and share revenue based on sales ratios, while only needing to possess their own content resources. This approach has led to serious content homogenization in society. Moreover, since publishing rights are time-limited, traditional publishers lack differentiated advantages and remain in a passive competitive position. Additionally, some traditional publishers have established internal network data centers dedicated to managing digital publishing, which separates traditional and digital publishing and seriously affects their integrated development. This demonstrates that the integrated development of traditional and digital publishing is not merely a matter for a single department but the responsibility of the entire publishing house—or even the entire publishing industry. To achieve integrated development, internal unity and cooperation must be realized.

3.1 Viewing Transformation from a Developmental Perspective

For traditional publishing professionals to transform themselves, they must view the integrated development of both models from a developmental perspective. The emergence of digital technology and media signifies not merely technological reform but also a major industrial transformation. Digital publishing does not simply refer to the digitization of traditional content but represents an innovative electronic and digital networking approach. In this environment, publishing professionals cannot cling to traditional modes of thinking; instead, they must fully understand and comprehend new technologies to create and develop new technologies and media. Only through continuous innovation and development can traditional publishing adapt to future trends. Furthermore, publishing transformation involves not only economic benefits but also social benefits. Therefore, publishing professionals must thoroughly understand the original characteristics of traditional publishing, clarify their positioning and development direction while operating in their areas of expertise, continuously strengthen market service functions, explore and satisfy readers' deep-level needs, and avoid blindly over-developing popular content.

As China's press and publishing industry continues to develop and upgrade, it must be guided by the 13th Five-Year Plan to continuously achieve progress with the times and pioneer innovation. In this new historical period and new era, we hope that all press and publishing workers will make contributions, assess the situation, seize opportunities, pioneer new prospects for the integrated development of traditional and digital publishing, and promote the development and progress of China's press and publishing industry.

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