

Post-Print Transformation of Scientific Journal Editors in the Era of Media Convergence

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Abstract

This paper first elaborates on the necessity of transformation for scientific journal editors in the era of media convergence from the perspectives of changes in publishing media and enhanced requirements for editorial quality and capabilities. It proposes strategies and directions for the transformation of scientific journal editors in the media convergence era, and briefly discusses the development of editor-author relationships through an examination of the characteristics and methods of relationship construction, aiming to thereby promote the transformation of scientific journal editors in the media convergence era.

Full Text

Transformation of Science and Technology Journal Editors in the Era of Media Convergence

Abstract: This paper first elaborates on the necessity of transformation for science and technology journal editors in the era of media convergence from the perspectives of changes in publishing media and elevated requirements for editorial competence. It proposes strategies and directions for this transformation, and briefly explores the development of editor-author relationships through an examination of their characteristics and construction methods, aiming to advance the transformation of science and technology journal editors in the media convergence era.

Keywords: media convergence era; science and technology journal editors; transformation

With the development of new media fission forms, the previous communication landscape has undergone certain changes, and the media ecological environment has become more complex, bringing significant impact to journals as traditional

media. Science and technology journal editors now face various challenges that differ from the traditional concept of scientific journal editing. In the media convergence era, science and technology journal editors focus on realizing editorial value based on traditional media while reconstructing editorial concepts through media convergence.

1.1 Changes in Publishing Media

First, advertising clients have shifted toward multimedia advertising. In the media convergence era, due to the digitization of science and technology journal publishing and changes in reading methods, advertising clients have moved their focus from print media to online platforms. Moreover, with continuous scientific and technological development, advertising formats have gradually evolved into multimedia advertisements, placing stringent demands on science and technology journal editors.

Second, databases for authors, papers, and readers have emerged. In the media convergence era, collecting manuscript information, reader data, and other paper-related information has become possible. Through multiple backend data links, a big data information repository can be formed. This not only facilitates communication with authors and readers but also enables information sharing to detect the undesirable practice of multiple submissions of the same manuscript.

Finally, reading methods have changed. With the continuous development of information science and technology, people's channels for acquiring knowledge have shifted from print media to online platforms. According to nationwide reading surveys conducted by the China Institute of Press and Publication, online reading and mobile reading account for approximately 30% of total reading. As readers' reading methods have changed, science and technology journal editors must provide journal products in various content formats.

1.2 Elevated Requirements for Comprehensive Competence

First, editors must have a passion for the science and technology journal industry. Excellent personal qualities are the prerequisite and foundation for professional dedication. Having a strong sense of professionalism and responsibility, along with the dedication to diligently perform one's duties, plays a crucial role in the advancement of professional dedication. Without work enthusiasm, editors will pay less attention to the development trends of science and technology journals, making it impossible to accurately grasp their development directions and current status, let alone stay at the forefront. Even those with editorial backgrounds cannot truly establish themselves in the media convergence era, and the journals they publish cannot gain recognition from readers and authors. Therefore, in the media convergence era, science and technology journal editors need to maintain a positive professional attitude, love the editing profession, actively embrace the media convergence era, and proactively acquire relevant knowledge and skills.

Second, editors must possess certain computer and multimedia operation capabilities. In the media convergence era, due to the digitization and networking of science and technology journal publishing, the diversification of reading methods, and the intellectualization of editorial work, science and technology journal editors must master not only professional knowledge and proofreading skills but also computer and multimedia operation capabilities. For example, science and technology journal editorial departments have now established their own websites, Weibo accounts, and WeChat platforms, requiring editors to effectively utilize multimedia tools to edit text, images, audio, and video.

2.1 Team Building

First, clarify and refine each position's responsibilities to enable mutual cooperation. Compared with basic positions such as publishing and distribution that do not require high professional academic backgrounds, the manuscript review level demands elevated academic requirements. Text editors must have a certain understanding of professional knowledge across various industries, be sensitive to language, and possess strong linguistic foundations. Technical editors need to master relevant tools. Art editors must have considerable design capabilities. Network editors need to publish works online to optimize communication methods. The selection of personnel for each position requires certain regulations to shape a professional team. Nowadays, China's journal industry continues to innovate, having already separated publishing from business operations.

Second, establish a reviewer expert database and conduct personalized solicitation. It is necessary to improve infrastructure to ensure smooth business operations. Regarding papers, attention should be paid to their potential value to excavate excellent content rather than making subjective judgments about the authors themselves. Editors must discover good papers and always focus on quality output rather than quantity.

2.2 Proper Academic Attitude

Good editorial tools can not only accelerate paper review and publication speed but also improve paper quality. Using appropriate tools can reduce editorial staff workload and increase efficiency, such as remote online work. A good editorial system can significantly enhance the overall capability and innovation capacity of a journal, thereby improving manuscript quality. Therefore, professional science and technology journal editors can only effectively enhance publication capabilities by equipping themselves with suitable service tools.

Published papers enable peers to share authors' achievements, so platform displays must fully satisfy reader needs. Databases can be utilized to enhance communication between science and technology journal publishers and authors, and can also provide authors with certain development opportunities. Some journals do not conduct online promotion due to lack of experience and few successful cases. Science and technology journal editors should maintain an open

editorial mindset and accept various new things, with media promotion being a very effective method. Therefore, it is necessary to seize opportunities and advance with the times. Build a good website, communicate and exchange with other websites, learn from each other, and increase reader traffic through media promotion.

Science and technology journal editors are discoverers of scientific and technological achievements and should maintain proper academic attitudes. Editors with solid professional knowledge can enhance authors' trust in the journal. In 2016, the Ministry of Education issued the "Measures for the Prevention and Handling of Academic Misconduct in Higher Education Institutions," which defined violations and established corresponding penalties. Some editors handle these issues casually, considering the author's identity first when reviewing manuscripts. Although the probability of such problems is not high, they still affect authors' goodwill toward the journal, causing them to turn away. When review bias occurs, it also affects the development of authors and publishers, so such issues should be prohibited.

2.3 Transformation to Content-Expansion Editors

In the media convergence era, science and technology journal content is complex and diverse in form, requiring editors to become content-expansion editors. Based on the characteristics of the media convergence era, content-expansion editors need comprehensive abilities in excavation, guidance, organization, and creation. Simultaneously, they must possess strong sensitivity to the disciplines covered by science and technology journal papers, and be able to construct various science and technology journal product formats according to readers' needs without being limited to paper and printing. This extends the traditional publishing scope and shifts toward digital publishing methods, combining reading convenience and comfort to a certain degree. Moreover, content-expansion science and technology journal editors should possess certain innovative capabilities to observe development trends that authors might not easily perceive, guide and develop science and technology journal products suitable for the era's development, and construct new product forms using advanced multimedia editing skills.

Current science and technology journal readers prefer to obtain desired information through visual and auditory experiences, making traditional print publishing methods unable to fully satisfy various reader needs. This requires content-expansion science and technology journal editors to segment reader audiences, select appropriate publishing methods for science and technology journal formats, provide detailed services to readers, and display science and technology journal products through multimedia forms.

2.4 Transformation to Research-Oriented Editors

Science and technology journal editing is a demanding profession that involves not only the role of editor but also that of scholar. Therefore, possessing strong scientific research capabilities and comprehensive abilities is a necessary condition for becoming a good editor. In the media convergence era, the functional scope of science and technology journal editorial departments has gradually expanded, requiring editors to have the ability to research science and technology journal development. They must not only provide knowledge services to peers and provide readers with needed professional basic achievement analysis reports from the perspective of the industry's future development, proposing editorial concepts, multimedia management models, and operational mechanisms adapted to the digital publishing laws of the media convergence era, but also compile relevant research results on editorial development from the perspective of the editors' own development, explore new editorial methods, and find solutions to practical problems. In the media convergence era, science and technology journal editors will inevitably transform toward research-oriented editors.

3.1 Characteristics of Editor-Author Relationship Building

First, communication between science and technology journal editors and authors has shifted from traditional face-to-face interaction to media platform-based communication. This method makes exchanges between editors and authors faster, more convenient, and free, enabling communication anytime and anywhere with internet access. Communication between science and technology journal editors and authors is no longer tense but relatively relaxed and casual.

3.2 Methods of Editor-Author Relationship Building

There are many methods for building relationships between science and technology journal editors and authors. Editorial staff can communicate with authors in a timely manner through online platforms. Additionally, science and technology journal editors can use WeChat, Weibo, and other platforms to post activities such as manuscript solicitations, evaluation of excellent works, and sharing of good works, allowing authors to experience the professionalism and serious work attitude of editors. In the past, communication between authors and journal editors was neither smooth nor convenient, but the arrival of the media convergence era has shortened the distance between them, increased communication methods, and made exchanges more harmonious.

In the context of the media convergence era, what science and technology journal editors face is not only the renewal of technical and business skills but also the renewal and improvement of journal publishing concepts. Media digitization and personalization have prompted science and technology journal editors to contemplate new concepts brought by media convergence. How to enhance their comprehensive media literacy, update their concepts, and improve their innovation capabilities still requires continuous exploration and practice from

relevant editorial personnel to advance the development of the science and technology journal industry.

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