

The Post-Print Era of Collision Between Traditional Media and “Internet Plus” in Journal Editing

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Abstract

As “Internet Plus” has been incorporated into government work reports at the national level, industries and enterprises have unleashed new vitality through this initiative, and their attitudes have gradually shifted from acceptance to recognition. How journal editors can transform their mindset and incorporate this shift into their editorial practice is a topic worthy of research.

Full Text

3. Capabilities Editors Should Expand in the Networked Era

Journal editors must uphold continuity with traditional journals while simultaneously tracking timely, trending topics online. As competition within the publishing industry reaches a fever pitch amid ongoing network and information development, market demands in the “Internet Plus” environment are driving editorial work forward, presenting urgent challenges for the publishing sector. This new environment imposes higher requirements on journal editors.

3.1 Types of Editorial Work in the Mass Media Environment

3.1.1 Creative Editors Innovation has become the key to success for journals in the mass media environment, making creative editors the soul of the editorial department. The professional nature of news and publishing dictates that high-quality, outstanding publications are the primary product. Creative editors bear the inescapable responsibility of pioneering distinctive, unique, and intellectually profound branded content.

3.1.2 Technical Editors Technical editors possess comprehensive knowledge of publishing laws and business practices, strong practical abilities, and highly proficient internet operation skills. They boast extensive experience across the entire workflow—from topic planning and author organization to title processing, editing and proofreading, promotion, and reader communication—as well as in internet application operations.

3.1.3 Comprehensive Editors Comprehensive editors represent the top tier of the editorial team. Beyond mastering their professional competencies, they are familiar with theoretical knowledge from other disciplines, demonstrate keen market insight and strong innovation capabilities, maintain broad vision and unique perspectives on modern publishing concepts, and exhibit strong communication skills coupled with rich practical experience.

3.2 Capabilities Editors Should Possess in the Mass Media Environment

3.2.1 Information Screening, Integration, and Topic Planning Capability In the internet age of information explosion, editors should leverage analytical tools, internet computing resources, and big data to obtain comprehensive and accurate market intelligence, thereby forecasting market trends and cultivating the ability to identify representative, valuable topics from numerous events while filtering out projects of little or no worth, thus improving effective publication rates. Topic planning constitutes the starting point of the editorial process and the core of publishing work—superior planning is crucial to success. Editors serve as explorers who discover excellence; therefore, journal editors must constantly nurture forward-thinking awareness and sharpen their industry acumen.

Content dissemination represents not only cultural inheritance but also serves demonstration and guidance functions. Regardless of publishing method, journals must strictly meet standards equivalent to print publications, not exceeding the maximum error rate stipulated by the General Administration of Press and Publication. Editors must maintain a mindset where “a miss is as good as a mile,” carefully proofreading every potential error. National standards for journals—including punctuation usage, numerical expression, quantities and unit names, illustration standardization, arrangement of mathematical symbols and formulas (chemical symbols and formulas), and language norms—must all be strictly implemented to satisfy journal quality requirements and evaluation criteria.

Journals must maintain stability while adapting to trends, establishing special columns or feature analyses for industry hot topics and enhancing market forecasting capabilities, journal design capabilities, and subsequent distribution and marketing capabilities for different reader groups. This requires editors to demonstrate precise market judgment regarding their journals and accurately assess their social and market value. When necessary, through big data analy-

sis, journals can develop mobile terminals (Weibo, WeChat, apps, micro-stores) to facilitate effective integration between communication platforms and social platforms, expand communication and marketing channels, enhance communication effectiveness, achieve interactive and instant communication, and conduct secondary distribution using precise marketing strategies.

2. Enhancing Professional Honor and Establishing Cultural Mission

As national quality continues improving, people's spiritual demands are likewise rising. Readers' broadening horizons require editors to possess not only sound professional qualities but also proper professional emotions. Facing complex and changing social situations, editors must identify the main melody, promote positive energy, strengthen their knowledge reserves, and employ correct judgment to fully exert the creativity of journal editors, always prioritizing social benefits and never pursuing commercial interests through inappropriate topic selection that affects audiences. Editors should establish a developing sense of cultural mission and continuously improve themselves with the times. They must adhere to quality-oriented principles, selecting, publishing, and disseminating excellence, editing and processing outstanding papers to guide public opinion. In the mass media environment, editors face stricter requirements and need to clarify the significance of professional pride and honor.

3.2.3 Cross-boundary Cooperation Capability In the "Internet Plus" environment, editors must recognize the gradually shrinking distances and increasing interdependence among all industries. Only by transforming toward an open growth model can journals achieve long-term development. Editors must possess cross-boundary cooperation capabilities that traditional media lack, extending brands and developing derivatives to broaden profit models. In this process, editors should fully leverage their experience advantages without abandoning their original expertise. The direction of journal content determines the direction of partners, and journal editors must achieve specialization and attention to detail in content.

3.2.4 Internet Application Capability Editors must not only skillfully operate various online communication tools (email, Weibo, QQ, WeChat) but also utilize questionnaire websites for market research. They should create relevant website platforms to interact and communicate with different audiences, promptly understanding the thoughts of readers and authors while optimizing and adjusting their work. Under the new media background, editorial work has transformed from processing print publications to dual processing of print publications plus the internet. Content requires digital technology processing to become suitable for online browsing or reader devices, requiring editors to possess not only traditional media's excellent text processing capabilities but also video, audio, and image production skills. Only by continuously improv-

ing their internet application capabilities can journal editors be competent in increasingly technical positions in the mass media environment.

3.2.5 Analysis and Integration Capability Public lifestyles have become partially dependent on mobile phones and networks. A crucial change in current media is classification based on audio, video, and text/graphic differences. Journal editors must continuously optimize their market positioning, topic planning, and content editing, constantly analyzing and integrating acquired information to find the most suitable combination of journal topic information and materials. They should fully utilize existing resource advantages to actively and accurately develop products with new media characteristics and provide follow-up services for readers.

3.2.6 Expanding Professional Network Capability Whether in traditional media or the “Internet Plus” era, journal editors should develop and maintain author resources suitable for their journal’s direction, maintaining close contact with authors to identify future suitable topics from the cutting-edge directions of their research, refining studies, and publishing them. Strengthening communication with readers helps understand their objective evaluations of the journal, thereby continuously improving and adjusting column settings while discovering outstanding readers to become regular column contributors.

3.2.7 Improving Proofreading Capability [Content integrated into the discussion following 3.2.1 in the original text.]

In summary, journal editors must realize that journal competition is brand competition and, more fundamentally, competition in editor quality and capability. Editors are the core competitiveness of publishing units. They must possess skills in processing and editing, topic planning literacy, coordination and communication abilities, and continuous innovation vitality. With the rapid development of the nation and society, editors must timely adjust their working methods, keep pace with the times, and cultivate forward-looking capabilities, planning abilities, and pragmatic skills. Beyond closely following national development trends and reflecting advanced culture, they must master new media application capabilities in the new media era, continuously planning high-quality content suitable for mobile terminals, avoiding homogenization with print publications, and striving for excellence to become comprehensive talents who understand the big picture, take a long-term view, grasp hot topics, and comprehend marketing—thus adapting to era development and inheriting excellent culture. Editorial departments should optimize talent introduction mechanisms, create reasonable knowledge structures and talent evaluation systems, and foster favorable media environments in terms of talent cultivation and selection.

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