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Modern Print Book Publishing Case Study (I): Later Printings of Chinese Cultural Classics for Children: Romance of the Three Kingdoms

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Abstract

This book, authored by the Science Writing Group of Hunan Children's Publishing House, is designed for primary and middle school students, with a circulation exceeding 6,000 copies.

Full Text

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1. Basic Information

This book, authored by the Science Writing Group of Hunan Children's Publishing House, is designed for primary and middle school students, with a circulation exceeding 6,000 copies.

2. Publication Attributes and Reader Services

From an attribute perspective, readers hope to acquire more content, broaden their knowledge, and cultivate interest in Chinese history through this book. Therefore, it qualifies as substantive reading material—readers are willing to invest considerable time to understand and learn more about the content within and beyond the book itself.

As an extracurricular reader for children focusing on historical stories from China's Three Kingdoms period, young readers derive satisfaction from independently comprehending the entire book and receiving affirmation from parents and family. They also gain social currency through expanded knowledge and recognition from teachers and peers. Thus, this book functions as social-oriented reading material. Based on this analysis, the editor provides the following online services: (1) Scan to discover which Three Kingdoms character you are; (2) Join the book's reader community to discuss the Three Kingdoms over wine.

The core drivers of these online services are interest and interaction. The "scan-to-match" feature randomly pairs readers with Three Kingdoms characters, creating an engaging connection between book and reader. This creative approach effectively stimulates curiosity and thirst for knowledge while maintaining reasonable production costs. The reader community offers a platform for book friends to exchange ideas and interact with editors, providing valuable content aligned with the book and curriculum standards: high-frequency knowledge points and test points from *Romance of the Three Kingdoms*, enabling readers to reinforce classroom knowledge while enjoying extracurricular reading.

In this case, the online service entry points appear in six locations: the table of contents and various chapter endings. This placement ensures high exposure and, consequently, higher conversion rates. The guide text appears in two versions: the cover version—"Scan to see which *Romance of the Three Kingdoms* character you are?"—is concise and directly targets reader curiosity; the chapter-ending version—"Scan the WeChat code to join the *Romance of the Three Kingdoms* reader community, access expert guidance and key analysis, improve reading comprehension, and interact with tens of thousands of readers"—provides more detailed information.

3. Pricing Justification

Character scan: 0.5 yuan per scan, with an additional 0.5 yuan for each character change if dissatisfied. This pricing aligns with reader psychological expectations and is acceptable for most children's extracurricular readers.

Reader community: 3 yuan. Based on historical pricing strategies, 3 yuan represents a widely accepted price point for this type of content, achieving a balance between supply and demand.

4. Improvement Suggestions

The book's online operation follows proper standards in QR code placement and guide text, serving as an excellent example, though improvements remain possible. For instance, adding an expert Q&A session would be beneficial. Young readers inevitably encounter numerous questions when independently reading Chinese historical stories, and some answers cannot be found in the book or from parents. Providing a channel for readers to ask questions and

engage in deep discussions with teachers or experts would likely attract many young readers willing to pay for such a service.

Note: Figure translations are in progress. See original paper for figures.

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