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## Postprint of the Widely Acclaimed Publishing Convergence and Editorial Innovation Workshop

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### Abstract

To equip traditional editors with innovative thinking, product thinking, reader thinking, and financial thinking for the mobile internet era, the Publishing Integration Development (Wuhan) Key Laboratory of the State Administration of Press, Publication, Radio, Film and Television, together with the National Digital Communication Engineering Innovative Talent Training Demonstration Base, launched an extensive training program. From June to November 2017, the program conducted ten sessions across...

### Full Text

### Preamble

*Special Feature: Convergence Media Watchtower • ChinaXiv Partner Journal*

### **Publishing Integration and Editorial Innovation Training Program: Widely Followed and Well Received**

*By the Editorial Department*

To equip traditional editors with innovative thinking, product thinking, reader thinking, and financial thinking for the mobile internet era, the Publishing Integration Development (Wuhan) Key Laboratory of the State Administration of Press, Publication, Radio, Film and Television, together with the National Digital Communication Engineering Innovative Talent Training Demonstration Base, launched an extensive training program. From June to November 2017, the program conducted ten sessions across two phases in major cities including Beijing, Changchun, Kunming, Changsha, Shanghai, Xiamen, Xi'an, Nanjing, and Chengdu. Centered on the theme of "Creating Modern Books, Newspapers, and Periodicals with Interactive Functions," the initiative objectively and directly shared successful cases from publishing integration explorations, aiming to cultivate innovative talent and drive the overall transformation and upgrading of traditional publishing.

The national tour attracted 3,525 leaders and editors from publishing units nationwide, generating widespread enthusiasm and positive feedback. The program's format combined on-site lectures by senior experts with intensive group discussions and collaborative study sessions.

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

*Source: ChinaXiv — Machine translation. Verify with original.*