

Postprint: An Exploration of Technical Specifications for Editorial Operations in the Context of All-Media Publishing

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Abstract

With the advancement of science and technology, information dissemination has been endowed with more diverse manifestations. Apart from the most fundamental text, communication media may also encompass audio, video, web pages, animations, and other modalities, while novel information carriers can assume various forms such as television programs, newspapers and magazines, radio broadcasts, online news, and even WeChat push notifications. In this new era context, as readers' demands for textual consumption have undergone transformation, the content and workflow of editorial work in the publishing industry must likewise be redefined. This article first explores the necessity of refining technical specifications for editorial operations within the all-media publishing framework, and subsequently analyzes the emerging standards and implementation methodologies for editorial business technology under this new paradigm.

Full Text

Discussion on Editing Business Technical Standards in the Context of All-Media Publishing

Abstract: With the development of science and technology, information dissemination has been endowed with more diverse forms of expression. Beyond basic text, communication media can now include audio, video, web pages, animations, and other formats. New information carriers encompass television programs, newspapers and magazines, radio stations, website news, and even WeChat push notifications. Against this new backdrop, reader demands for text consumption have changed, necessitating new definitions for both the content and workflow of editorial work in the publishing industry. This article first explores the inevitability of improving editing business technical standards under

the all-media publishing context, then analyzes the new standards and implementation methods for editing business technology in this new environment.

Keywords: all-media publishing; editing standards; business technical standards

In the new media era, traditional editing and publishing standards are no longer suitable for the current editing and publishing industry. At this juncture, we must explore new editing business standards to better adapt to the times, promote industry development, and meet professional needs. First, we must clarify what editing standards and all-media publishing entail. In simple terms, all-media publishing represents a new form of editorial business that integrates traditional print publishing with digital electronic publishing. Editing standards are industry principles—written or unwritten—that have gradually formed through long-term daily editorial practice and can optimize editorial behavior. These standards primarily encompass three aspects: ethics, law, and business technology. This article focuses on the business technology component of editing standards within the all-media publishing context.

1.1 Reader Reading Demands

In the internet age, the volume of information being generated and disseminated is increasing rapidly, with various types of information surrounding us. Against this new backdrop, readers' reading habits and demands are constantly evolving. For instance, people previously had the patience to read books and newspapers to obtain information, whereas now they prefer to access information accurately and quickly. They are no longer satisfied with text-only information but hope to acquire intuitive information that integrates visual and auditory experiences through new media. How to meet readers' new demands for reading experiences requires us to establish new editing business technical standards to adapt to the changes of the times and satisfy public needs.

1.2 Changes in Editing Work

In traditional editing stages, each step was tightly linked and orderly. With the development of digital electronic publishing, the logical sequence between steps has become less rigid, as content and media can be separated. In the all-media publishing era, the editorial process has become more streamlined: publishing editors select information on the same topic from numerous sources, categorize and organize it, then import this organized information into a large database. After further processing, this gradually forms information products that can be released through multiple channels and satisfy different reader needs.

1.3 Era Characteristics of Editing Business

The all-media context endows editing business with new era characteristics. Compared to traditional print media, readers in the new era can access information more cheaply and conveniently, and this information is obviously easier to

store and use. Moreover, information retrieval has become simpler and faster in the new era, giving the public greater access to more open interactive platforms and more environmentally friendly information. Readers can gain more sensory enjoyment and multi-dimensional cognitive understanding of events through new communication carriers.

2. Connotation of Editing Business Technical Standards

At first glance, compared to the clear and specific standards for books, newspapers, and other traditional media, the editing process under the all-media context appears disorderly and chaotic. However, although the form has changed considerably, the essential characteristics remain unchanged. In fact, the editing process can be broadly defined as the process of topic selection and planning, editing and processing, distributing products to the public, and exerting social influence. Therefore, we can proceed from this foundation to discuss and design editing business standards within the all-media context.

2.1 Early-Stage Information Integration

All-media editors must first perform information integration work well, as it forms the foundation of the editorial process and runs through the entire editing business. During the information integration process, comprehensive and in-depth analysis of various types of information is required. Through this research and processing, a basis is provided for topic selection and planning.

2.2 Implementation of Topic Selection and Planning

After completing the previous step, topic selection and planning must be carried out. This process is crucial as it not only reflects editors' creative thinking but also designs a blueprint for future work. Simultaneously, publications under the all-media context are obviously different from traditional print products, requiring editors to actively acquire diverse and complex types of information. The selection of this information is uncertain, and at this point, editors must accurately position topics to arouse audience interest.

2.3 Selecting Appropriate Participants

All editing work ultimately depends on specific individuals to complete, and the all-media era is clearly no exception. Only an editorial team led by suitable editors can efficiently complete this process. When selecting editorial personnel, appropriate candidates should be chosen based on content requirements and market demands to ensure editing work is done better and more smoothly.

2.4 Strict Implementation of Review and Proofreading Systems

All works intended for publication must undergo strict review and proofreading. This is responsible both to the work itself and to society. The review

and proofreading stage is a critical link in the editorial process and remains indispensable under the all-media context. Before proofreading, the responsible editor should make a preliminary judgment on the overall content and ideas of the work to decide whether it can be published, then enter the proofreading stage. Proofreaders must read and proofread the content thoroughly and completely, eliminating various errors. The three stages of initial review, re-review, and final review are all indispensable. The review and proofreading system must be strictly implemented to ensure publication quality.

2.5 Content Editing and Processing

Content editing and processing is an important means of improving work quality through processing of content. This involves editing the overall content of the work. When deleting or adding specific content, attention must be paid to coherence with surrounding content and whether it conforms to the overall 思路 and requirements of the publication. Additionally, when editing and processing content, the medium that carries it must be considered, as well as reader needs in advance. In short, regardless of how it is processed, all design should aim to attract readers.

2.6 Manuscript Dispatch for Printing

After editing and processing are completed, another inspection must be conducted. Once the “complete, clear, and finalized” standard is met, the manuscript can be sent to the printing house. Before formal mass printing, proofs and printing house samples must be verified and compared to ensure printing quality.

2.7 Multi-Channel Promotion and Marketing

After product processing is completed, it enters the promotion and marketing stage. How to make the public understand and like your product, and convert these products into benefits, is worth deep consideration. Promotion and marketing are essential means, and editors in the all-media context have too many promotional tools to rely on. Making full use of these tools maximizes promotion effectiveness. Traditional print media remains an important promotional means, which can be done through writing reviews and making abstracts; electronic media is currently the most popular and effective means, which can be conducted through various channels such as Weibo, WeChat, games, online advertising, and e-commerce platforms.

2.8 Receiving Market Feedback

After your edited product enters the market, it does not mean editorial work has ended. We also need to understand product sales information and reader feedback on the product. Doing this research well has positive significance for improving products and understanding market demand dynamics.

3. Implementation Methods for Editing Business Technical Standards

Strengthening editorial theoretical research to actively guide practice. Thought guides action, and as an editorial community, we should strengthen theoretical research on business technical standards, provide theoretical support, and promote the formation of business standards. Currently, editorial business lacks strict standards for constraint, which is not conducive to the development of China's publishing industry and does not meet the requirements of the new context. Therefore, we must advocate for establishing relevant responsible institutions to make standards more explicit. To achieve industry self-discipline, we must actively conduct relevant experience exchanges, establish industry standards, and standardize editorial business processes.

Advancing system improvement and strengthening supervision. Relevant administrative management departments play a very important role in editing business technical standards. Therefore, in the process of editorial business innovation, relevant departments must actively exercise their functions, take action, and play a normative and guiding role. First, they must fully affirm the executive and innovative functions of the editorial community and provide sufficient support for theoretical research. Second, management departments must affirm correct and effective business technical standards and actively promote the formation of institutional documents, strengthening implementation and supervision.

Coordination, interaction, and communication mechanisms are important guarantees for achieving perfect standards. The editorial community does not exist in isolation; they are only an important link in each publishing unit. The realization of work objectives is the result of interaction and cooperation among various departments and job types. Therefore, strengthening cooperation and interaction among business departments promotes mutual norms and development. The advantages and experiences of other departments and job types provide great inspiration and reference for improving editing business technical standards. Every publishing unit should have an independent coordination mechanism to promote unity and cooperation among business departments, promptly discover and solve problems. This mechanism not only promotes technical and experience exchanges among business departments but also clarifies upstream and downstream relationships, allowing editing business technical standards to form consciously and reasonably in practice. The establishment of coordination, interaction, and communication systems can achieve positive interaction and exchange between departments and is also an important guarantee for keeping editing business forever vibrant.

In specific practice, advancing the improvement of editing business technical standards. All standards can only be tested for their rationality and scientific nature through practice. Continuously revising and improving standards in practice is the most direct and effective method. As the editorial community

develops and grows, its business technical standards gradually form. Some industries or units with publishing needs or other objectives combine with editors to form a subject and put it into practice. The editorial community is the executor of specific projects and should learn to update concepts in practice, promptly promoting experiences. In this process, editing business technical standards become increasingly refined, which is both the result of the editorial community's self-reflection and the feedback and correction of practice on the standards.

Under the new era background, editing business technical standards should also have new development to better meet the needs of editorial practice. Furthermore, new editing business technical standards can help editorial workers better adapt to all-media and promote the development of China's editing and publishing industry. Therefore, strengthening research and discussion on editing business technical standards under the all-media publishing background is very necessary.

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