

Research on the Transformation Pathways of Book Editors Under the Impact of New Media: Postprint

Authors: Yu Jingyi

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Abstract

With the widespread adoption of the Internet and mobile Internet, new media has experienced rapid development. Under the impact of new media, traditional book editing can no longer satisfy readers' increasingly sophisticated reading requirements, necessitating an urgent transformation and development of book editors to keep pace with the times and adapt to readers' new demands in the new media era. This transformation is also essential for the development of a commercialized society. Through such transformation, book editors can not only better align books with readers' new needs but also effectively mitigate the impact of new media, thereby fostering innovation and development of books as a traditional medium. Therefore, analyzing and investigating the transformation pathways for book editors under new media impact holds significant practical importance.

Full Text

Research on the Transformation Path of Book Editors Under the Impact of New Media

Abstract: With the popularization of the Internet and mobile Internet, new media has experienced rapid development. Under the impact of new media, traditional book editing can no longer meet readers' increasingly sophisticated reading needs. This urgently demands that book editors transform and develop in step with the times to adapt to the new demands of readers under new media impact—this is also the need of a commercialized society. Through transformation, book editors can not only make books better suited to readers' new needs but also effectively mitigate the impact of new media, thereby enabling the traditional medium of books to achieve innovation and development. Therefore,

analyzing and researching the transformation path of book editors under new media impact holds important practical significance.

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Author: Yu Jingyi

1. Reflections on the Transformation of Book Editors Under New Media Impact

The arrival of the information age and the emergence of new media have broken down the various limitations of book editing, enabling books to reach audiences through multiple channels. In particular, many business and economics books no longer appear as traditional print volumes but are delivered to readers' terminals through fragmented reading via new media. Moreover, people can also utilize e-books to satisfy their reading needs. Therefore, the emergence of new media has not only brought certain pressures to book editors but also placed higher demands upon them. Only by transforming traditional book editing to meet the needs of audience groups can we ensure the healthy development of book media under new media impact. It can be said that the transformation of book editors under new media impact is an inevitable result of social development.

New media is a product of the information and digital age, built upon technological development, and thus possesses great vitality. This forces traditional book media to engage in self-innovation and transformation to align with the development of the information age; otherwise, they risk being eliminated. Analyzing from the perspectives of cultural consumption theory and the experience economy, book editors must consider transformation and development in accordance with these frameworks. Cultural consumption theory refers to consumption that satisfies people's spiritual needs through cultural products or services, treating abstract culture as a commodity to be purchased. Cultural consumption is objective and unavoidable. The core of the experience economy is creating unforgettable experiences for consumers. Books must satisfy readers' experiential needs, and only by enabling audiences to achieve "highly enjoyable" experiences both mentally and physically can book editors make books attractive and gain readers' recognition. Therefore, the transformation path of book editors under new media impact should proceed from both cultural consumption theory and the experience economy. Only by thoroughly changing the concepts of traditional book editing can editors provide books with consumption and experience appeal. Simply put, readers must be willing to spend money to purchase books and devote time to reading them, experiencing the joy of reading—only then can transformation succeed.

According to the “2016 Analysis of China’s Book Industry Development Status and Future Trends Forecast” released by China Industry Information Network, the popularization of the Internet and handheld electronic devices has brought about the development of online reading industries and e-books, not only changing the carrier of text but also triggering profound transformations in reading content. This requires book editors to assess the situation clearly, recognize the new media impact they face, and accelerate transformation to keep book editing work advancing with the times.

2. Problems in the Transformation of Book Editors Under New Media Impact

As book editors, the primary task is to determine topics based on market demand and conduct corresponding manuscript organization, review, and editing accordingly. Market demand requires book editors to transform and develop with a market orientation and a standard of providing satisfactory services to audiences. However, various problems often arise during the transformation process, some so severe that they cause the transformation to abort. Therefore, to identify the transformation path for book editors under new media impact, we must analyze the existing problems.

2.1 Insufficient Attention to New Media Impact

Due to the influence of the traditional book editing system, many book editors still focus primarily on completing assigned editorial tasks. Moreover, in the editing process, they neither innovate independently nor actively draw upon the successful experiences of new media, causing book editing to follow traditional models. Whether in layout design or book content arrangement, there is little difference from traditional books—many book cover designs are even largely similar. Even when many books have electronic versions published, these are merely versions of the print books without innovation in content or layout, failing to attract readers’ interest and resulting in low click-through rates. The reason is that book editors have not taken the new media impact seriously, still simplistically believing that book editing only involves manuscript organization, review, and proofreading, without considering whether books have appeal to more readers or possess consumption and experience value. This has caused the traditional medium of books to suffer even more severely from new media impact.

2.2 Lack of Timeliness in the Transformation

Under new media impact, many editorial departments have simply added websites and uploaded or updated e-books to cope with the challenge, without fundamentally transforming book editing. This single-mode transformation approach undoubtedly cannot withstand new media impact. Book editors need to grasp the timeliness of books. The reason traditional print books are impacted

by e-books and online reading is primarily their lack of timeliness. A book requires a long time from topic selection to manuscript organization, review, and printing/publication. The advantage of e-books and online reading lies in authors or editors being able to upload book content directly in the shortest time, enabling readers to access it quickly. For example, many business and economics articles on Sina Finance are uploaded directly by authors, allowing readers to pay for reading and downloading without waiting for the edited book. Therefore, how book editors ensure timeliness in books is crucial to transformation success. According to the “2016 Analysis of China’s Book Industry Development Status and Future Trends Forecast,” although the book market showed growth in 2016, business and economics books did not rank at the forefront in sales volume or variety. The reason is that some business and economics books did not innovate significantly in layout or content, neither featuring rich illustrations nor stimulating readers’ interest, failing to satisfy readers’ experiential needs and naturally not meeting their consumption needs either.

2.3 Unclear Transformation Direction

The rapid development of new media has caught book editors off guard. Many feel helpless when faced with the overwhelming influx of new media cultural transmission, not knowing which direction to take for transformation. Many editors talk about transformation but continue with old practices without innovation or change, indicating that they have not clarified the transformation direction, causing it to stagnate without substantive progress. The earlier analysis mentioned that as a medium, books must satisfy audience consumption and experience needs. The emergence of new media has placed even higher demands on book editors. How to transform book editing toward better satisfying audience needs has become an urgent problem to solve.

3. The Transformation Path for Book Editors Under New Media Impact

In response to the problems in the transformation of book editors under new media impact, we need to find corresponding solutions to identify the transformation path.

3.1 Continuously Increase Attention to New Media Impact

Book editors must assess the situation clearly, recognize that new media development represents progress of the times and is irreversible, and deeply understand from an ideological standpoint the impact of new media on traditional book editing. They should comprehend that the emergence of new media is both a challenge and an opportunity for innovative development. Only by seizing this opportunity for transformation can book editors gain broader development space. Therefore, book editors should not resist new media but instead seek transformation paths for traditional book editing under its impact. Only by

continuously increasing attention to new media impact can they generate the pressure and motivation for transformation and fight with their backs to the wall.

3.2 Ensuring Timeliness in Transformation

The impact of new media on book editing is objective. Book editors must thoroughly change the traditional work model that lacks timeliness, transform in step with the times, and race against time. They need to accelerate topic selection, manuscript organization, and review processes to ensure books meet readers at the earliest possible time, rather than arriving late after much related content has already appeared online, which would cause them to lose the market. Only by ensuring timeliness in book editing under new media impact can transformation succeed. For example, if a book previously required six months from topic selection, manuscript organization, review, and proofreading to publication, editors should aim to shorten this process to three months from a timeliness perspective, enabling books to reach readers earlier. Of course, shortening time does not mean reducing quality; instead, editors need to use modern high-tech means to improve work efficiency and race against time to enhance editing efficiency. Only this can give books a market advantage, especially for e-books that require even greater timeliness.

3.3 Clarifying the Transformation Direction

Book editors must take the objective fact of new media impact seriously. Starting from market demand and following the requirements of cultural consumption theory and the experience economy, they should transform to meet audience consumption and experience needs. This requires bold innovation from book editors in everything from manuscript organization forms to cover and content layout design, from chapter division to illustration integration. Only by basing transformation on satisfying readers' consumption and experiential needs can books become attractive and win the market. As the "2016 Analysis of China's Book Industry Development Status and Future Trends Forecast" discovered, although the book market grew in 2016, business and economics books did not rank at the forefront in sales or variety. The reason was that some business and economics books did not innovate significantly in layout or content, neither featuring rich illustrations nor stimulating readers' interest, failing to satisfy readers' experiential needs and naturally not meeting their consumption needs either. Evidently, only when book editors adopt a market orientation, serve readers as their purpose, and make satisfying reader consumption and experience the main direction of transformation—actively participating in the transformation—can they ensure successful transformation under new media impact.

4. Conclusion

Under new media impact, for book editors to succeed in transformation, they must start with themselves, increase attention to new media impact, emphasize timeliness in the transformation process, and clarify the transformation direction. They must take satisfying reader needs as the main direction of transformation development, innovating and reforming continuously from every aspect of book editing, thereby achieving both successful transformation and development through transformation.

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(Author's Affiliation: China Economic Publishing House)

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