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The Significance and Impact of New Media Technology on Editing and Publishing under the Internet Plus Development Model (Post-Print)

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Abstract

The rapid development of new media presents both challenges and opportunities for the development of China's publishing industry. New media provides editorial and publishing work with new technologies, new spaces, new platforms, and new opportunities. This paper conducts a specific study on the enhancement of editorial competencies from the perspective of new media technology, based on the development model of "Internet + Editorial Publishing". To meet the higher demands of this new development model of "Internet + Editorial Publishing", editorial personnel should possess the ability to select and control content, as well as competencies in digital thinking, international perspective, cultural responsibility, capital operation, teamwork, and other related areas.

Full Text

The Significance and Impact of New Media Technology on Editing and Publishing Under the "Internet +" Development Model

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Abstract

The rapid development of new media presents both challenges and opportunities for China's publishing industry. New media provides editing and publishing work with new technologies, new spaces, new platforms, and new opportunities. This paper examines the enhancement of editorial competencies from the perspective of new media technology, proceeding from the "Internet + editing and publishing" development model. To meet the higher demands of this new development model, editorial staff should possess capabilities in content selection and

control, as well as digital thinking, international vision, cultural responsibility, capital operation, and teamwork.

Keywords: new media technology; “Internet + editing and publishing”; editing and publishing; editorial competency

The “Internet + editing and publishing” development model has opened up new horizons, ideas, and methods for China’s publishing industry to achieve new development in the forthcoming “new technological revolution.” In the mobile internet era where “everyone is an editor” and “everyone is a judge,” the network has become the primary channel for users to access resources, express ideas, and exchange information, while new media has also become a major avenue for netizens to satisfy their spiritual needs. New media serves as the main carrier for expressing massive amounts of information content on internet platforms and represents new channels and spaces for editing and publishing. Using new media technology as a breakthrough point to gradually achieve the networking of editing and publishing has greatly inspired confidence in the publishing industry’s ability to achieve rapid development once again. Editors are key members of the publishing chain connecting publications with audiences, and the new situation of “Internet + editing and publishing” development has placed new demands on editorial competency. Editorial personnel must seize the initiative in their engagement with the internet. This paper attempts to discuss issues of editorial competency under the new media technology of “Internet + editing and publishing,” hoping to serve as a catalyst for further discussion.

1. Enhancing Content Mastery and Promoting Excellent Traditional and Advanced Contemporary Culture

Surveying the publishing landscape, truly classic works can withstand the test of time and space, remaining evergreen through extensive dissemination. They feature rigorous content and strong credibility, aligning with people’s pursuit of truth, goodness, beauty, and justice. As renowned publishing theorist Zhang Huiguan states, “Publishing shoulders the mission of cultural collection, discernment, dissemination, and inheritance.” While cultural forms are diverse, content remains paramount and central. Whether publications can achieve new development by riding the “Internet +” wave hinges on quality. Excellent publications should not only resonate with readers across different regions but also aim to promote universal values such as freedom, equality, and fraternity. Editors, as executors of the publishing process, directly determine publishing quality. Similarly, the caliber of editorial competency in China’s new context directly determines whether Chinese publications can “set sail” by catching the “Internet +” wind. Editorial competency is directly reflected in “orientation control ability, knowledge control ability, and text control ability” [2], with these three aspects collectively pointing to the capacity for content identification and processing.

Editors with strong orientation control can rationally evaluate the ideological

content of works during the planning and manuscript solicitation stages and scientifically predict the social impact after publication. The key to cultivating orientation control lies in enhancing one's insight and judgment to select works that are positive, uplifting, and filled with constructive energy that promotes human progress from numerous topics and submissions [3].

Editors with strong knowledge control possess accurate cognition and judgment regarding the correctness of knowledge, preventing works from containing factual errors or cognitive mistakes.

Regarding text control ability, editors must ensure works feature complete sentence structures and smooth content.

2. Cultivating Internet Thinking and Leveraging New Media Technology for Personalized Audience Services

The deep development of internet technology has greatly broadened publishing methods, making publishing more innovative and convenient through open access, online publishing, mobile reading, and other formats. Traditional media can no longer satisfy the public's massive demand for multi-dimensional social information. New media platforms such as WeChat, Weibo, QQ, mobile newspapers, and other mobile applications have emerged successively, delivering diverse information streams to users and offering rich personalized choices. Under these circumstances, domestic editing and publishing work must skillfully utilize new media technology, emphasizing matrix-based, diversified, column-oriented, and popular approaches. Integrating the traditional strengths of editing and publishing with new media technology can enhance contemporary relevance and appeal.

Editors should cultivate digital thinking, applying digital publishing throughout the entire publishing process rather than simply understanding it as converting works into PDF format for online posting. True digital publishing manifests as digitalization of publishing content, management processes, product forms, and networked dissemination channels. For instance, publishing content dissemination now features high interactivity, fragmentation, and mobility. Similarly, audience demands have become highly discrete, displaying personalized and diversified characteristics. These new changes in the publishing industry during the new media era present both challenges and rare development opportunities for editors.

From the perspective of the "Internet + editing and publishing" development model, editors should first focus on collecting information about target audiences' browsing and search behaviors. Using big data and cloud computing technologies, they can precisely analyze browsing habits and reading preferences to deliver targeted content. Through such personalized services, editors can accumulate audience demand data to clarify objectives for the next work phase, creating a virtuous cycle. Second, editors should dedicate themselves to creating relevant reading social platforms. In other words, they should leverage

social platforms to push introductions and reviews, create professional discussion groups, cultivate reader communities, and increase reader stickiness. Organically combining content with “scene” and “community” can generate new services and content. Publishing thus enters a broader social domain, which not only transforms publishing functions and roles but also triggers strategic changes in publishing positioning.

Consequently, publications are no longer independent research results but are organically embedded within social networks as “nodes.” Through group members’ recommendations to social circles, this viral diffusion method—devoid of profit motives—is more readily accepted by target potential users, gradually expanding coverage like a snowball effect. For readers surrounding these “nodes,” editors must develop targeted new services. On one hand, this enhances content value and influence, boosting publishing brand recognition; on the other hand, it seeks new profit models by developing reader resources. Finally, editors should establish free trial reading and download platforms, enabling target audiences to access content simply and quickly. Although this may not generate short-term profits, it can cultivate reader communities. Once a substantial readership is established, a “reading-social-recommendation-advertising” model can be implemented, solving profitability issues. Another advantage of internet dissemination is improved publishing review pass rates and shortened content dissemination cycles, making publications more accessible to readers.

3. Broadening International Perspective and Enhancing Sensitivity to Market Demand Analysis and Self-Positioning

Since the 1980s, multinational publishing groups have expanded massively through mergers and acquisitions, forming a landscape where a few groups like Springer and Elsevier dominate global publishing markets. The development experience and operational models of these multinational publishing groups offer important references for China’s publishing development, such as actively participating in international book fairs, familiarizing with copyright trade, adapting to international publishing rules, and learning advanced operational experience. International perspective is an economic concept referring to the ability to observe economic operations and marketing from a global or broader viewpoint. Specifically regarding publishing promotion strategies, editors must maintain the principle that content is king while also developing sensitivity to demand analysis and self-positioning across different markets.

Editors should formulate publishing development plans with an international and developmental perspective, avoiding rigid conventions. They must stand at an international height to formulate long-term strategic plans, cultivating reader groups, translation groups, and author groups to ultimately achieve market-demand-compliant publishing. Therefore, editors should broaden their international perspective and enhance sensitivity to market demand analysis and self-positioning.

4. Enhancing Cultural Responsibility Awareness and Serving as Organizers and Guides for Audience Reading

Editors should be pioneers of cultural dissemination, selecting from the profound and extensive Chinese culture those works that embody Chinese values and promote the Chinese national spirit. They should demonstrate China's inclusive cooperation and win-win development concepts to domestic markets, overseas markets, and people worldwide. Editors must be not only producers of culture but also leaders of traffic and organizers of reading. Upholding the "Internet + editing and publishing" development concept, they should innovate publishing forms and expand publishing channels, bearing the responsibility of cultural organizers and guides. From massive works, they should select those that readers love, fully leveraging editing and publishing advantages to guide social and cultural progress.

5. Fully Utilizing External Brainpower to Enhance Team Awareness and Promote Publishing Going Global

Modern publishing itself is a product of collaboration. The publishing process involves numerous stages—from topic planning and production organization to promotion and sales—requiring division of labor and cooperation among all node personnel. The new development model of "Internet + editing and publishing" places higher demands on editors' teamwork abilities.

Cooperating Closely with Government Departments. "Internet +" is a national strategy whose implementation involves many social events, publishing reviews, and national policy issues. Some work requires coordination by relevant government departments, and editors must possess the awareness and ability to cooperate closely with government agencies, performing well in the "Internet + editing and publishing" drama on the new media stage.

Cooperating with Professional Technical Departments. "Internet + editing and publishing" also requires substantial technical support, such as comprehensive in-depth research on national politics, economics, religion, culture, and social conditions, as well as professional support from digital technology service providers. Editors' work circles should extend beyond readers and authors to include relevant researchers and technical support personnel. By integrating high-quality research results from all components into publishing synergy, they can jointly promote publishing going global.

6. Conclusion

The new media technology of the "Internet +" strategy places higher demands on editorial competency. The cultivation and selection of editorial teams should overcome the "article decorator" model. In addition to continuing to emphasize content control and text processing abilities, editorial professional training and qualification examinations should incorporate knowledge of digital technology, marketing, management, international relations, and sociology to improve

current editors' comprehensive capabilities and knowledge dimensions. Attracting scholars and graduates from different majors to the editing profession and promoting interdisciplinary integration and exchange can enhance the overall quality of editorial teams. University editing major curricula should be broadened to improve future editors' knowledge systems. By enhancing editorial competency, publishing more excellent works, and achieving boundless dissemination, China's publishing industry can ride the "Internet +" strategic wind to sail overseas.

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