

An In-Depth Exploration of “Editorial Capability” in Publishing in the Post-Print Era Based on the All-Media Age

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Abstract

In the all-media era, publishing editors need to disseminate publishing content by leveraging various media platforms and continuously enhance their own “editing power.” Based on this understanding, this paper analyzes the transformation and development requirements for publishing editors in the all-media era, and then explores the “editing power” of publishing editors, thereby providing references for those concerned with this topic.

Full Text

Abstract

In the all-media era, publishing editors must continuously enhance their “editorial power” to effectively disseminate content across diverse media platforms. Based on this understanding, this paper analyzes the transformation and development requirements for publishing editors in this new era and explores the concept of “editorial power,” providing a valuable reference for scholars interested in this topic.

Keywords: all-media era; publishing; editorial power

Introduction

The term “all-media” refers to a communication paradigm that leverages multiple formats to present content comprehensively. The advent of the all-media era presents significant challenges to publishing editors, compelling them to re-evaluate their “editorial power.” Therefore, strengthening the analysis of publishing “editorial power” in this new era is essential for advancing the development of the publishing industry.

1. Transformation and Development Requirements for Publishing Editors in the All-Media Era

The publishing industry has undergone tremendous changes in the all-media era. With rapid technological development, both the substance and requirements of editorial work have fundamentally transformed. From a macro perspective, the publishing industry has gained prominence as a vital component of the tertiary sector. Meanwhile, audiences' intellectual and cultural demands have continuously increased, prompting the industry to further segment its markets to satisfy diverse needs in entertainment, leisure, lifelong education, and other areas. In terms of publishing technology, not only have the channels for acquiring content changed, but the craft techniques in book design and layout have also evolved, with content dissemination methods experiencing particularly notable reforms.

Publishing editors now face not only a broader selection of content but also professional challenges brought by market competition. With multiple publishing forms—network publishing, digital publishing, and traditional print publishing—competing simultaneously, editors must transform their roles and upgrade their capabilities to meet industry demands. First, editors should no longer merely serve as inheritors and disseminators of culture and knowledge; instead, they must become knowledge brokers in the age of “information explosion.” Second, rather than exclusively selecting content with social education functions, editors must approach their work from the perspective of satisfying audiences' lifestyle and entertainment needs [1]. Third, editors are no longer the sole proprietors of publishing technology; they must also become learners who continuously acquire new technical knowledge and skills while leveraging various new media platforms for their work. Currently, editors need to master numerous technologies: professional layout software such as PageMaker, Fiteng, and Mengtai; word processing tools like Excel and WPS; image editing programs including DRAW and Photoshop; and video editing software such as AE and Premiere. Finally, the use of new media and networks for information acquisition and dissemination requires editors to better discern information quality and manage dissemination processes. Consequently, to meet the transformation demands of the all-media era, publishing editors must cultivate and enhance their “editorial power.”

2. Analysis of Publishing “Editorial Power” in the All-Media Era

2.1 Integration Capability of Communication Tools

In the all-media era, publishing no longer relies solely on paper as its medium; instead, it leverages networks and digital technologies with greater emphasis on utilizing new media communication tools. Therefore, publishing editors must engage in cross-media publishing and achieve comprehensive integration across various media platforms. To accomplish this, editors require strong integration capabilities for communication tools, enabling them to consolidate

diverse platforms—including mobile devices, the internet, e-readers, and print publications—while maximizing communication effectiveness and returns with minimal investment. To this end, editors must understand the characteristics of each communication tool to amplify and complement content dissemination effects across different media platforms, thereby achieving editorial objectives. This requires editors to manage the planning of various communication tools, constructing multiple modules—such as blogs, interactive platforms, and email—through different combinations of audio, animation, and text to establish a comprehensive communication system. By strategically selecting appropriate media combinations, editors can ensure complementary coordination among platforms and achieve desired publishing outcomes.

2.2 Comprehensive Technical Application Capability

In the all-media era, publishing editors must strengthen their comprehensive application of various publishing technologies to successfully edit content on new media platforms. Digital publishing is intimately connected with computer technology, requiring editors to achieve proficiency, continuously update relevant knowledge and theories, and rapidly master new technical methods. Only by effectively integrating network technology, computer technology, and digital technology with editorial work can editors properly utilize new media technologies. To enhance internet technology application, editors can adopt Web publishing techniques, using text editing software for markup processing and visual editing software for multimedia applications. In electronic publishing, editors can leverage Web publishing to download programming languages such as Java to obtain suitable network publishing languages, embedding scripting languages in web pages to create dynamic publishing effects. Building upon this foundation, editors must continuously learn and apply contemporary editing technologies, utilizing professional graphics software, data analysis tools, and word processing programs to edit images, data, and text. Additionally, editors should master various publishing technologies to distribute edited content across different media platforms [2]. For instance, when using e-readers, editors must stay informed about software upgrades and changes in data arrangement patterns to ensure content aligns well with the software.

2.3 Information Statistics and Evaluation Capability

The all-media era exposes people to massive amounts of information daily. Publishing editors must judge, integrate, and mine this information to obtain optimal content resources, improve publication quality, and better control the publishing market. Consequently, editors must develop strong information statistics and evaluation capabilities to scientifically analyze vast datasets and filter out valuable information and content. In practice, editors can begin by conducting statistical analyses of publishing performance to objectively evaluate content quality while identifying potential manuscript sources and readers, thereby laying a solid foundation for quality improvement. Based on such data, editors

can make targeted decisions in publishing planning and content development, ensuring publishing standards. Currently, editors can rely on information and data from networks, databases, and various industry reports to conduct scientific statistics and evaluations of publishing content, thereby enhancing their statistical evaluation capabilities.

2.4 Network Publishing Management Capability

Publishing through new media requires editors to possess stronger network publishing management capabilities. On one hand, digital publishing necessitates enhanced website and platform management along with proficient use of network technologies and languages to compete effectively with various online publications. In the current all-media era, numerous publications exist online, accompanied by diverse types of publishing editors—theoretical, practical, and research-oriented. Securing a position in this landscape directly depends on an editor's publishing capabilities. Therefore, editors must strengthen their learning of digital technologies such as digital writing and processing, and master digital languages to quickly become technical publishing editors with editorial autonomy. On the other hand, piracy and copyright infringement are widespread online, making copyright management crucial. To strengthen copyright protection, editors must learn to employ anti-plagiarism and anti-counterfeiting technologies to safeguard authors' rights and protect digital copyrights, thereby securing greater publishing revenues. Currently, China lacks specialized laws to protect digital publishing copyrights, making editorial content vulnerable to infringement. Thus, editors must continuously enhance their copyright management capabilities to provide safeguards for the digital publishing industry's development.

2.5 Marketing Management Capability

In the all-media era, publishing editors require marketing management capabilities to generate greater revenue from digital publishing. Editors must understand digital publishing industry demands and be able to plan and create market-driven publishing products. From this perspective, editorial activities constitute a form of marketing that requires product development centered on market demand while providing innovative services [4]. In publishing planning and operations, editors should follow the concept of segmented reading to create bestsellers. Notably, editors should not blindly imitate fashionable bestsellers but should instead lead and create reading trends to capture greater market share through new products. Furthermore, editors must leverage new media technologies, utilizing 3G, 4G, and other networks to plan mobile internet terminal publishing activities. Specifically, this involves conducting publishing marketing on platforms such as WeChat and Weibo to effectively promote mobile reading.

Through this analysis, it becomes evident that in the all-media era, publishing editors must recognize changes in their roles and work content, understand-

ing how industry development demands enhancement of their “editorial power.” Only on this foundation can editors continuously improve their capabilities in communication tool integration, comprehensive technical application, information statistics and evaluation, publishing integration management, network publishing management, and marketing management, thereby better meeting the demands of the era.

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

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