

Exploring New Approaches to Book Publishing Based on “Internet Plus” Thinking: Postprint

Authors: Zhu Na

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Abstract

This paper examines the topic selection rationale behind *English for Science and Technology and Translation* and explores novel pathways for book publishing under the guidance of “Internet Plus” thinking. Editors should employ “Internet Plus” thinking to guide the entire book publishing process, fully leveraging the interactive, open, and shared nature of the Internet to holistically manage book topic selection, content design, and marketing at an elevated level, thereby enhancing publication quality and satisfying reader demands.

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Title

Exploring New Paths for Book Publishing Based on “Internet Plus” Thinking

Abstract

This paper explores new pathways for book publishing guided by “Internet Plus” thinking through an examination of the topic selection process for *Technology Engineering English and Translation*. Editors should apply “Internet Plus” thinking throughout the entire publishing workflow, fully leveraging the internet’s interactive, open, and sharing characteristics to holistically manage book topic selection, content design, and marketing at a higher strategic level, thereby enhancing book quality and meeting reader demands.

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Author: Zhu Na

The concept of “Internet Plus” originated from the “Internet Plus” action plan proposed by Premier Li Keqiang in the 2015 Government Work Report at the Third Session of the 12th National People’s Congress. Since then, the deep integration of the internet with traditional industries to create a new development ecosystem has become a national strategy. “Internet Plus” refers to the internet serving as infrastructure and an implementation tool that optimizes and integrates social resource allocation, forming new industrial structures while comprehensively enhancing innovation and productivity to upgrade traditional industries. Representing a new economic form, “Internet Plus” combines the internet with traditional industries to promote development across all sectors. Since its introduction, this concept has permeated various fields with strong radiating power, and the publishing industry has been significantly influenced. “Internet Plus” is also the development direction for publishing [1]. The State Administration of Press, Publication, Radio, Film and Television’s *Guiding Opinions on Promoting the Integrated Development of Traditional and Emerging Publishing* also proposed that we should adhere to advanced technology as support and content construction as the foundation, fully utilize new technologies, innovate publishing methods, improve publishing efficiency, further master discourse power in cyberspace, enhance the publishing industry’s influence, dissemination power, and competitive strength, and promote better and faster development of publishing.

Book publishing refers to the process where editors, according to certain guidelines and objective conditions and based on market demand and audience needs, develop publishing resources, design topics, and implement topic publication and marketing plans. It is a comprehensive reflection of publishing concepts, business ideas, and market expectations [2]. Applying “Internet Plus” thinking to guide the entire publishing process imposes more stringent requirements on editors’ knowledge structure and breadth. This paper attempts to start from “Internet Plus” thinking, using the planning of *Technology Engineering English and Translation* as an example, to conduct preliminary exploration and reflection on some new characteristics presented in the internet era and the fast, convenient channels and models they provide for book publishing innovation.

1. Fully Utilizing the Internet for Topic Creativity and Information Collection

Information collection and processing is the most fundamental work in book topic planning and an important component of editors’ early-stage market prediction. In the traditional publishing era, crucial topic information about readers, markets, and competitors was mainly obtained through consulting similar

books, industry newspapers and journals, or through surveys—methods with relatively weak timeliness. Some editors also relied on experience for topic planning, seeking information and inspiration from existing author groups and depending on topic evaluation meetings. The internet has diversified and streamlined editors' research methods. The openness and sharing nature of the internet enable editors to quickly and efficiently find needed information and materials through search engines. Key elements of topic planning—such as content, authors, publication formats, target readers, and sales conditions—can all acquire valuable information through the internet. Editors can log into professional websites to capture hot topics of interest to scholars and experts, find the latest academic trends and hotspots, understand the latest research results and research project approvals, and expand topics. Editors can also distribute questionnaires in forums and post bars, or open interactive platforms through Weibo and WeChat to collect materials. Additionally, the application of big data makes topic discovery and demonstration more evidence-based. For example, using OpenBook data analysis can help understand overall and segmented trends in the book retail market and identify market hotspots and gaps. In short, the openness and sharing of the internet provide extremely convenient conditions for editors to find needed information and materials and achieve efficient information collection.

The inspiration for the *Technology Engineering English and Translation* topic came from the author's repeated exposure to news about adjusting English major training programs in universities. Teachers and students generally believed that English major training programs overemphasized language skills while neglecting professional knowledge. English majors had been rated as one of the "red card" majors with the lowest employment rates nationwide for three consecutive years. However, on the other hand, the globalization background and the national "Belt and Road" strategy have given rise to new markets for foreign language education and language services, creating urgent demand for English professionals. In a news report on the "English Plus" International Talent Training Seminar in the Sichuan-Chongqing region, it was mentioned that to make English majors become "interdisciplinary composite application-oriented" talents, many universities have begun exploring the "English Plus" talent training model. Some universities in the Sichuan-Chongqing region have started practicing "English Plus Business," "English Plus Tourism," "English Plus Law," and other initiatives to combine language skills with industry knowledge, making students become interdisciplinary, composite, and application-oriented talents with high comprehensive qualities. "English Plus" has become a new exploration and new idea for English major talent training, thus urgently requiring "English Plus" category books. The author thought of a senior translator she had long followed on Weibo, who is a university English teacher, a first-level translator, an expert member of the Translators Association of China, and has been engaged in engineering technology, quality, and management interpretation and translation for 14 years, with over 14 million words of written translation. His article "Moving Forward on the Translation Road, Sharing All the

Way” won the first prize in the third National Translation Professional Qualification (Level) Examination essay competition in 2014. In the article, he shared his experience of self-studying from a secondary vocational school majoring in electrical automation, passing the entrance examination for English major graduate studies, and passing the national first-level translation qualification. The article received nearly 600,000 online views, and his perseverance and diligent exploration journey resonated strongly with online fans, bringing them inspiration and motivation. He has 100,000 blog followers, many of whom are loyal fans who have long followed his Weibo and maintained interactions. Therefore, having such a translator with both professional background and practical experience, as well as influence, serve as the author of *Technology Engineering English and Translation* was most appropriate. After contacting the author via Weibo, the idea of publishing a book was quickly agreed upon.

2. Fully Utilizing the Internet to Optimize Book Content Design

The openness and sharing of the internet are not only reflected in the sources of topic information but also in the book content production process. Editors can preliminarily obtain reader perceptions and market reactions to optimize book content. Online social software such as Weibo and WeChat allows readers to participate in the publishing process, which greatly enriches content resources and makes readers both consumers and participants in book product production.

To truly understand the current characteristics of the translation book market and reader needs, the author conducted a questionnaire survey on Weibo. The questionnaire mainly investigated content module design, text difficulty, and topic selection. The editor learned that readers believed traditional English translation books had insufficient integration of English language skills and professional knowledge, either emphasizing professional knowledge content and resulting in obscure English expression, or focusing on English language communication without meeting the requirements for professional ability training. Considering that engineering terminology and complex scientific principles are difficult for readers to understand, the editor positioned *Technology Engineering English and Translation* as not only a language learning reading material but also a “general education” reading material for engineers and technical translators, transforming the professional and technical difficulties of engineering translation into practical workplace needs. Topic selection involves every aspect from product R&D, design testing, factory manufacturing operations, to marketing and after-sales service. Specifically, the design and compilation were carried out from the perspective of technology engineering professions, including career prospects in engineering technology fields, professional quality training, product R&D, design and testing, manufacturing and company operations, sales and service modules in engineering professions. Through interactive discussions with readers via Weibo and WeChat groups, and understanding their reading interests and needs, the editor determined that *English Engineering Translation*

would be content-level oriented by “work processes.” The four stages of actual engineering systems and product conception, design, implementation, and operation were incorporated, focusing on R&D, design and testing, manufacturing, quality assurance, safety assurance, after-sales service, and other work throughout the entire lifecycle of products and engineering systems, directly introducing readers into the professional scenarios of engineers, technical documentation, and technical translation work.

Additionally, to increase content richness and interest, and combining the characteristics of engineering disciplines, the expansion ability module incorporated content about successful role models in technology engineering fields, selecting articles about Facebook social network CEO Zuckerberg, Apple and Jobs, Alibaba and Jack Ma, and other star enterprises and business elites of the internet era. Using real and vivid stories, the editor created content that readers would like. When designing the layout, the cover and sample pages were voted on online. Considering the professionalism of engineering knowledge and to avoid content appearing rigid and obscure, which could easily cause reader resistance and information gaps in understanding, *Technology Engineering English and Translation* adopted two-color printing to make the layout more attractive; all example sentences include translations and key points highlighted in bold to highlight content hierarchy. After the table of contents and first chapter content were determined, they were trial-read among netizens to obtain first-hand reader feedback. Most readers believed it had “substantial examples and typical selected texts,” “well-crafted reference translations and detailed commentary,” “rigorous compilation and reasonable structure,” and “clear organization, focusing on basic knowledge point differentiation and explanation, combining theory with practice.”

From this, it can be seen that unlike traditional book publishing, which is a linear content production and dissemination process of “author-editor-publication-reader,” the internet breaks time and space limitations, enabling real-time communication and interaction among authors, editors, and readers, presenting a circular interactive relationship centered on the network and content. Readers’ reading experiences and interactions with editors and authors have also moved from feedback after reading paper publications to full-process participation and interaction through the internet at any time. In traditional publishing, readers are passive recipients of information, while in the internet era, readers are both recipients and transmitters of information. Reader participation in production directly affects the publishing process to improve content, not only bringing satisfaction but also enhancing understanding of the book and generating anticipation for its publication. This broad interaction among authors, editors, and readers benefits precise topic planning and implementation.

3. Fully Utilizing the Internet to Optimize Book Marketing and Promotion

The open and interactive characteristics of the internet can be applied not only to content design but also to marketing and promotion. Editors can fully utilize social tools and means to practice social relationship network marketing and social media marketing, carrying out precise marketing activities targeted at readers and building reader community circles.

In the internet era, readers with the same reading interests can easily aggregate into circles through blogs, Weibo, WeChat Moments, WeChat official accounts, and other media. These social circles are both sources of content planning and target markets for book marketing and promotion. Social relationship network marketing mainly relies on social tools such as WeChat, QQ, and Weibo, providing communication platforms for people with the same reading habits and interests. These social interaction platforms integrate knowledge sharing, hot topic discussions, and content exchanges. Content is both the object of marketing and the means of marketing [3]. Therefore, editors are required to become important promoters of “idea and thought sharing” and implement this in book publishing activities. Editors should be good at being planners and organizers of online activities, good at initiating discussion topics, and being listeners to reader opinions and problem solvers. During the compilation process, the editor successively created QQ groups such as “CATTI Translation Learning Practice” and “Southwest Translators Alliance,” and WeChat groups such as “Translate Together Mutual Aid Community.” The author’s provincial and university-level research projects were also posted on Weibo for investigation, such as surveys on translator subjectivity in applied translation, surveys on principles of sci-tech translation, and reader-oriented surveys on literary translation styles. In the reader-oriented survey on literary translation style, a combination of online and offline methods was adopted to obtain valuable first-hand data. In the survey, the author gained high popularity through analysis of specific translation cases, to the extent that every time content was updated, the number of comments soared. At the same time, these activities increased readers’ attention to the author, laying a good foundation for the book’s influence.

In grasping the timing of planned activities, attention should also be paid to time nodes. To create momentum before book publication, the author pushed articles highlighting the book’s scarcity; at the same time, focusing on telling the expert support obtained in the book’s compilation, and having it reposted by the official Weibo accounts of the Translators Association and the Translation Professional Qualification Evaluation Center of the State Administration of Foreign Experts Affairs. These two Weibo accounts, due to their authority, each have hundreds of thousands of followers, and the pushed articles attracted widespread attention, paving the way for book promotion. After the book’s publication, the popular TV drama *The Interpreter* was used to create topics. During the summer Olympics, a Weibo post titled “How to say ‘prehistoric power’ in English?” was pushed, asking netizens to select the best translation.

This Weibo post won 760,000 homepage views, greatly increasing the author's attention and influence. It is worth mentioning that based on data provided by netizens, the author's paper "Prehistoric Power, Prehistoric Translation" was also published in *Chinese Translators Journal*.

4. Fully Utilizing the Internet to Add Value to Books

The internet allows readers to participate in content discussions, interact with authors in real time, share content, engage in equal dialogue, and enhance mutual understanding, which helps editors conduct precise demand analysis and content positioning, select appropriate marketing methods, and also provide value-added services to readers. When designing content, QR codes, website links, and other forms can be used to expand book content, compensating for the expression limitations of traditional paper books. This book uses multimedia forms such as videos, audio, and images to add content like Jobs' speeches and TED talks, bringing readers vivid and interesting reading experiences and achieving content appreciation. It also introduces actual work scenarios of sci-tech engineering translation, with real pictures, texts, and audio/video links, mobilizing readers' various senses and making content dynamic.

The value-added role of the internet is also reflected in after-sales service. Since the author of this book is a university teacher, the book can be directly used as a textbook in his university. However, through easy-to-operate and highly interactive online lectures and WeChat group micro-course live broadcasts, the book's usage scope and influence have been effectively expanded. The editor established the "Translate Together Reading Club" as the main group for micro-course live broadcasts, conducting online Q&A and discussion exchanges based on the book's content. Special "guest listeners" with different identities were also invited to join, including school teachers, students, full-time translators, and industry peers. On the one hand, their influence could be leveraged for dissemination at relevant levels, and on the other hand, they could provide multi-angle suggestions and activity experience feedback, expanding the book's momentum and influence in the market.

5. Conclusion

In summary, the cross-boundary integration of the internet and traditional publishing should give full play to the internet's optimization and integration role in publishing production factor allocation, deeply integrating new technologies based on the internet into all aspects of publishing. In terms of topic information, editors acquire publishing resources through information exchange, and the past practice of determining topics solely based on editors' knowledge and experience is no longer effective. In terms of content design, editors must determine content presentation methods by understanding readers' reading habits. Readers also share information with publishers through the internet, affecting the entire process of content design. In marketing and promotion, community

circles are marketing channels, and circle members achieve marketing functions by spreading reading experiences. Editors should pay more attention to guiding topics, building influential reading interest circles, continuously amplifying and spreading good reading experiences, and forming good word-of-mouth. Therefore, in addition to having professional knowledge in the planned book field and book editing and publishing capabilities, editors also need to be good at utilizing internet advantages to meet reader needs.

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Author Affiliation: Sichuan Education Press

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

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