

Research on Journal Publishing and Database Construction in the New Media Environment (Postprint)

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Abstract

With the continuous development and progress of the national economy and the ongoing innovation in network digital technologies, higher demands have been placed on the distribution and publishing of various journals in the new media environment. For the traditional journal industry to consistently maintain its position in a fiercely competitive market, it must implement innovative reforms across all aspects of its operations, establish advanced management and operation concepts, strive to build comprehensive journal databases, and construct modern journal compilation and dissemination models. This paper will further conduct analysis and discussion on journal publishing and its database construction in the new media environment, and effectively propose relevant recommendations regarding the rational development of journal databases.

Full Text

A Study on Journal Publishing and Database Construction in the New Media Environment

Abstract: With continuous development of the national economy and innovative advances in network digital technology, higher demands have been placed on journal distribution and publishing in the new media environment. To maintain a foothold in the competitive market, traditional journal industries must innovate and reform all aspects of their operations, establish advanced management concepts, build comprehensive journal databases, and construct modern journal compilation and dissemination models. This paper further analyzes and explores journal publishing and database construction in the new media environment, and proposes relevant recommendations for the rational development of journal databases.

Keywords: new media environment; journal publishing; database construction

1. Innovation Measures for Journal Publishing Content in the New Media Environment

In the era of big data, people constantly interact with data and information, obtaining needed content and staying abreast of social developments through networks and digital media [1]. Under these circumstances, traditional print media can no longer satisfy modern public demand for information. Nevertheless, journals possess unique value advantages. For instance, journal information quality is more reliable than that provided by online media, as journals undergo rigorous editing and review processes, rendering their content more credible and of higher quality. Journal articles are typically compiled by professionals whose work demonstrates strong logical structure and coherence. Therefore, innovation in the modern journal industry must preserve these inherent advantages while leveraging network technology to vigorously promote journal content.

1.1 Adjustment of Journal Topic Selection Methods

Journal editors must align topic selection with the demands of the internet age, effectively mining valuable information from vast online databases, refining and modifying it to present lesser-known topics from unique perspectives. Modern journal editing and publishing cannot operate without utilizing online hot topics and information. Consequently, editors should ensure both freshness and timeliness of topics while continuously improving content quality and professionalism—only then can they attract more readers. Simultaneously, in the internet era, editors must emphasize content readability, thoroughly understanding modern readers' preferences to strategically identify information that resonates with their aspirations.

1.2 Optimization of Journal Expression Forms

Journal editors must not only innovate editorial content but also optimize their modes of expression, presenting their viewpoints to readers through humorous, unique, novel, and clear communication styles. Editors should be mindful of their distance from readers, integrating modern text layout patterns with traditional expression forms. This approach preserves the advantages of traditional journals in terms of logical content organization while making reading more engaging and accessible, effectively narrowing the gap between editors and readers. With the continuous development of network technology and widespread adoption of mobile applications, traditional information communication methods have been significantly transformed. People increasingly prefer receiving information through networks or mobile devices, which undoubtedly exerts substantial impact on traditional journals.

1.3 Innovation in Journal Value Theory

Modern online readers increasingly seek freshness and timeliness in articles, rarely clicking on repetitive content. Therefore, journal publishers must clarify their value propositions, adapt to social changes, and inject more fresh and interesting information based on readers' psychological preferences and interests to effectively stimulate their engagement. To enhance market influence and competitiveness, publishers must develop distinctive voices capable of impacting value systems across all social strata. They should not blindly cater to readers' curiosity by compiling bizarre information that compromises article quality, as this only generates temporary popularity and undermines long-term stable development.

2. Development of Journal Database Construction in the New Media Environment

2.1 Scientific Positioning of Database Service Providers

Modern database service providers should leverage their advantages to develop distinctive journal databases tailored to various journal characteristics, recognizing that future database construction is trending toward specialization and refinement. For instance, when establishing disciplinary journal databases, providers should systematically collect and organize journals within a specific field. Additionally, they must strengthen communication and collaboration with publishers in that discipline to acquire as many relevant publications as possible. Service providers should promptly understand market development patterns and explore market-compliant pathways—only then can they expand the global influence of China's journal databases and generate greater economic and social benefits. Meanwhile, providers must establish fundamental principles for journal inclusion, urging all publishers to strictly adhere to these principles and preventing non-compliant journals from entering corresponding databases [3]. The purpose of journal databases is to collect high-quality professional articles, not merely to expand database scale. For example, in constructing Chinese scientific and technological journal databases, publishers must fully recognize the importance of copyright and inclusion principles for full-text databases, striving to reach consensus on exclusive database inclusion. Service providers should engage in dialogue with Chinese scientific and technological journal publishers based on journal characteristics to effectively resolve issues regarding inclusion and methods.

2.2 Strengthening Legal Framework Development for Journal Databases

In the new media environment, to protect the interests of all parties, promote healthy competition among journal database service providers, and fully leverage social resources, relevant government departments should strengthen communication with market database providers and publishers, striving to coordi-

nate the interests of all stakeholders. Government agencies must continuously improve laws and regulations governing journal database construction, establish sound market mechanisms, ensure orderly competition in the database market, clarify responsibilities, and enhance social accountability. Database construction should emphasize “incentivizing creation, efficient application, legal protection, and scientific management.” Government departments should enhance guidance, provide constructive recommendations to market providers, and strictly supervise compliance with laws and regulations, preventing illegal activities driven by self-interest. Database developers should utilize modern network technologies to optimize, adjust, merge, and restructure journal databases.

2.3 Efficient Application of Existing Technical Standards

Modern journal database service providers should fully utilize internet, computer, and communication technologies to create comprehensive multilingual journal databases, providing diverse information content to readers. Currently, journal database construction must meet minimum requirements of 100M broadband internet access to effectively achieve cross-media publishing information retrieval characterized by “store once, use multiple times” and “edit once, publish multiple times.” For example, in constructing Chinese-Mongolian bilingual journal databases, relevant personnel can encode content according to the Mongolian international coding system ISO/IEC 10646.

3. Conclusion

In summary, within the new media environment, China’s journal publishing and database construction must emphasize innovation. While preserving the unique advantages of traditional journals, we should actively integrate advanced network technologies and media, focus on mining valuable online information, and ensure the timeliness and freshness of published content to satisfy broad reader demands. Furthermore, relevant government departments should collaborate with database service providers to explore market mechanism establishment, strengthen legal framework development for journal databases, regulate orderly market competition, and provide greater convenience for publishers.

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