

Strategies for Inheriting and Publishing Excellent Traditional Chinese Culture in the New Era (Postprint)

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Abstract

Objective: This study explores strategies for inheriting and publishing outstanding traditional Chinese culture in the new era. **Method:** Through literature review, case analysis, and field research, it systematically examines the current status, challenges, and development trends of traditional culture publishing. **Result:** A new model of traditional culture publishing characterized by “digital dissemination + high-quality publishing + cross-boundary integration” is proposed. **Conclusion:** By innovating the forms and content of traditional culture publishing, leveraging new technologies to expand communication channels, promoting the creative transformation and innovative development of traditional culture, this approach facilitates the modern inheritance of outstanding traditional Chinese culture.

Full Text

Strategies for Inheriting and Publishing Excellent Traditional Chinese Culture in the New Era

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Abstract

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novating the forms and content of traditional culture publishing, utilizing new technologies to expand communication channels, promoting the creative transformation and innovative development of traditional culture, and advancing the modernization of excellent traditional Chinese culture.

Keywords: traditional culture; publishing strategy; digital dissemination; premium publishing; cross-border integration

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Excellent traditional Chinese culture is the lifeblood of the Chinese nation and an important force for social development and national rejuvenation. In the new era, how to better inherit and promote excellent traditional Chinese culture through publishing has become a crucial research topic. The publishing industry, as a vital carrier of cultural transmission, plays an indispensable role in traditional culture inheritance. This study focuses on inheritance and publishing strategies for excellent traditional Chinese culture in the new era, aiming to explore innovative publishing models and communication pathways that promote the creative transformation and innovative development of traditional culture.

1. Digital Technology Empowering Traditional Culture Publishing

1.1 Digital Technology Revolutionizing Traditional Culture Publishing

The vigorous development of digital technology has brought revolutionary transformation to traditional culture publishing. Digital formats such as e-books and audiobooks have greatly enriched the presentation of traditional culture, making ancient collections and classic Chinese studies more accessible to modern readers. The application of augmented reality and virtual reality technologies allows readers to immerse themselves in traditional cultural scenes—such as virtually touring the Forbidden City or participating in ancient sacrificial rituals—greatly enhancing the sense of immersion and appeal. The use of artificial intelligence in ancient text collation and literature research has accelerated the digitization of traditional cultural resources, enabling rapid retrieval and analysis of massive document collections. The introduction of blockchain technology provides new solutions for digital copyright protection, effectively safeguarding the rights of traditional culture creators. Furthermore, the popularization of 5G technology provides technical support for high-definition video livestreaming and online interaction of traditional culture, making education and dissemination more convenient and efficient.[3] The comprehensive application of

these digital technologies not only improves the efficiency and quality of traditional culture publishing but also creates new models for cultural dissemination, providing powerful momentum for the innovative development and widespread propagation of excellent traditional Chinese culture.

1.2 Mobile Reading Reshaping the Communication Landscape of Traditional Culture

The rise of mobile reading is profoundly reshaping the communication landscape of traditional culture.[4] The proliferation of mobile devices such as smartphones and tablets has freed traditional culture content from the limitations of paper books, enabling reading experiences anytime and anywhere. Mainstream mobile reading platforms like WeChat Reading and Zhangyue have opened dedicated sections for Chinese classics, offering digital versions of traditional cultural masterpieces such as *The Analects* and *Tao Te Ching* with modern annotations and interpretations, significantly enhancing readability and accessibility. The fragmented reading model complements the concise nature of traditional culture, making elements like ancient poetry and aphorisms easier to integrate into modern daily life. The dissemination effect of mobile social platforms further expands the influence of traditional culture, allowing users to conveniently share and discuss cultural content, forming online cultural communities. Meanwhile, the data analytics functions of mobile reading platforms provide publishers with precise insights into reader preferences and behaviors, helping optimize the production and promotion strategies for traditional culture content. This new communication model not only improves the accessibility and efficiency of traditional culture dissemination but also promotes deep integration between traditional culture and modern life, opening vast spaces for the innovative development of excellent traditional Chinese culture.

2. Premium Strategy: The Path to Quality Excellence in Traditional Culture Publishing

2.1 Content is King: Deeply Cultivating the Essence of Traditional Culture

The core of the premium strategy in traditional culture publishing lies in deeply cultivating content and excavating the essence of traditional culture. Publishers engage teams of Chinese studies masters and cultural scholars to conduct in-depth research and provide accurate interpretations of classical texts. For instance, the “Chinese Classics Complete with Annotations and Translations” project invited multiple Chinese studies masters and renowned scholars to participate in compilation and review, offering comprehensive interpretations of classics such as *The Analects* and *Tao Te Ching* while preserving the original flavor and incorporating modern academic perspectives.[7] Publishers also emphasize systematic presentation of traditional culture, launching series such as “Chinese Classics Collections” covering multiple schools of thought including Con-

fucianism, Buddhism, and Taoism to comprehensively demonstrate the breadth and depth of Chinese culture. To enhance readability, editorial teams carefully design annotation systems, using modern language to provide accessible interpretations of ancient texts supplemented with historical backgrounds and expert commentaries to help readers better understand traditional culture. Additionally, publishers focus on connecting traditional culture with contemporary society, planning themed books such as “Classical Wisdom and Modern Life” that explore the application value of traditional culture in solving modern problems, enhancing its relevance and vitality. Through these content-deepening initiatives, traditional culture publishing not only improves product quality but also provides readers with richer, more profound cultural experiences that truly embody the quality-winning approach of “content is king.”

2.2 Formal Innovation: Modern Expression of Traditional Culture

Formal innovation injects modern vitality into traditional culture and constitutes a key component of the premium strategy.[8] Publishers actively explore modern expressions of traditional culture, launching a series of innovative products. For example, *The Classic of Mountains and Seas* has been adapted into an interactive e-book incorporating 3D animation and sound effects that bring mythological stories to life. The comic version of *The Analects* transforms profound Confucian thought into accessible visual language through vivid and engaging illustrations, winning popularity among young readers. In the audiobook domain, the recitation and music version of *The Book of Songs* combines professional voice acting with classical music to create an immersive listening experience. In cross-disciplinary collaborations, publishers partner with renowned designers to launch cultural creative products integrating traditional elements, such as Twenty-Four Solar Terms-themed calendars and Chinese character art copybooks, bringing traditional culture into daily life. Digital technology opens new frontiers—AR technology allows readers to scan pages and view 3D reconstructions of related artifacts, while VR technology transports readers on virtual walks through ancient gardens to experience traditional aesthetics. These formal innovations not only enhance the expressiveness and appeal of traditional culture but also expand communication channels, making traditional culture more accessible to modern audiences and achieving perfect unity between content and form that demonstrates the contemporary value and vitality of traditional culture.[9]

2.3 Craftsmanship: The Artistic Value of Traditional Culture Books

Craftsmanship in creating traditional culture books has become an important strategy for the publishing industry to enhance product artistic value. In recent years, multiple publishers have launched high-quality traditional culture book series that fully embody the concept of meticulous craftsmanship. Taking the deluxe edition of *Tao Te Ching* as an example, the bookmark is carved from red sandalwood, and the cover employs gold-stamping techniques, demonstrating

both elegant temperament and collectible value. In layout design, the complete collection of *The Book of Songs* incorporates traditional landscape painting elements, with each poem accompanied by corresponding artistic illustrations where text and image complement each other. Printing technology continues to innovate—micro-scale *Siku Quanshu* (Complete Library in Four Sections) uses nano-printing technology to condense the vast collection into a compact format while ensuring clarity and preservation. In binding innovation, the “loose-leaf *Analects*” allows readers to freely organize content by theme, adding reading interest. Environmental consciousness is integrated into production—*Huangdi Neijing* (The Yellow Emperor’s Classic of Medicine) uses biodegradable plant-based ink, echoing its health philosophy. Under the wave of digitalization, traditional craftsmanship merges with modern technology—for instance, the special edition of *The Art of War* is paired with an AR application that allows readers to scan pages and view 3D models of ancient weapons, balancing knowledge and interactivity. These crafted works not only elevate the artistic taste of traditional culture books but also provide readers with comprehensive aesthetic experiences, leading the industry toward high-quality development.

3. Cross-Border Integration: The Diversified Development of Traditional Culture Publishing

Cross-border integration has become an emerging development trend in traditional culture publishing. Publishers actively explore the “culture + technology” model, launching *The Analects* VR experience hall that allows readers to immerse themselves in Confucius’ s teaching scenes. In “publishing + cultural creative products,” *The Classic of Mountains and Seas*-themed creative stores integrate mythological elements into daily product designs, winning favor among young consumers.[11] International cooperation is increasingly frequent—bilingual Chinese-English editions of *Tao Te Ching* are paired with online lectures that invite Chinese and foreign scholars for in-depth discussions of Eastern philosophy, attracting global readers. Multi-language audiobook projects for *The Analects* cooperate with international streaming platforms to spread Confucian thought through podcast formats, achieving new breakthroughs in cultural export. The comic version of *Journey to the West* collaborates with renowned Japanese animation studios, blending Chinese and Japanese aesthetic styles to achieve popularity in Asian markets. The copyright of “Chinese Poetry Conference” has been exported to multiple countries, with localized adaptations stimulating cross-cultural dialogue. Digitally, the AR interactive game of *The Classic of Mountains and Seas* is available on overseas app stores, allowing foreign users to immerse themselves in the Chinese mythological world. The “Dunhuang in the Clouds” digital museum utilizes 5G technology to enable high-definition 3D displays of artifacts and multi-language real-time guided tours, breaking geographical limitations. On cross-border e-commerce platforms, “Chinese Character Art” creative products sell well, demonstrating the charm of Chinese culture. These innovative initiatives not only broaden international communication channels for traditional culture but also promote cultural exchange and mutual learning,

enhancing the global influence of Chinese culture and leading the publishing industry toward globalization and digitalization.

3.1 “Culture + Technology” : Immersive Experiences of Traditional Culture

The integration of “culture + technology” opens new realms of immersive experience for traditional culture publishing. Virtual reality technology receives innovative application in the *Dream of Red Mansions* publishing project—readers wearing VR devices can stroll through the Grand View Garden and interact with characters, experiencing 18th-century aristocratic life. Augmented reality technology injects new vitality into *Thousand Character Classic*—by scanning pages with mobile phones, 3D models of ancient artifacts leap onto the screen, making the character-learning process vivid and engaging. Artificial intelligence assists *The Analects* learning through intelligent Q&A systems that provide targeted interpretations based on user questions, enabling personalized learning experiences. Blockchain technology plays a role in digital copyright protection for *Tao Te Ching*, ensuring the intellectual property rights of precious translations remain secure.[12] 5G technology supports the “Cloud Tour of Dunhuang” project, enabling global readers to appreciate the beauty of Mogao Grottoes murals through high-definition livestreaming and real-time interaction. Brain-computer interface technology combined with *I Ching* allows readers to control visualized hexagram changes through thought, deeply experiencing ancient philosophical wisdom. These cutting-edge technologies not only enhance the expressiveness and appeal of traditional culture but also expand the boundaries of cultural communication, injecting new vitality into traditional culture and leading the publishing industry toward intelligent, experiential directions.

3.2 “Publishing + Cultural Creative Products” : Industrial Extension of Traditional Culture

The “publishing + cultural creative products” model drives the industrial extension of traditional culture and has become a new growth point for the publishing industry. *The Book of Songs*-themed creative stores integrate classical poetry into modern life, launching the “Poetic Tableware” series featuring selected verses printed on porcelain that combines practicality with cultural connotation. *The Classic of Mountains and Seas* IP development has yielded fruitful results, spawning animated films, online games, and theme parks to build a complete cultural industry chain.[13] The *The Analects* smart home series integrates Confucian thought into product design, such as the “Benevolent People Love Others” smart speaker that spreads traditional virtues through voice interaction. *Tao Te Ching*-themed yoga studios combine Laozi and Zhuangzi philosophy with physical and mental practice, creating new models of cultural experience. Traditional solar term culture has spawned fashionable items like “Twenty-Four Solar Terms sachets” that sell well at home and abroad. In the digital collectibles field, *Orchid Pavilion Preface* NFT artworks use blockchain

technology to ensure scarcity, pioneering new paths for cultural relic digitization. This cross-border integration not only broadens communication channels for traditional culture but also innovates cultural expression forms, achieving organic unity between cultural value and commercial value, injecting new vitality into traditional culture, and driving the publishing industry toward diversification and high added-value directions.

3.3 “Domestic + Overseas” : International Dissemination of Traditional Culture

The “domestic + overseas” strategy promotes traditional culture publishing toward internationalization. Bilingual Chinese-English editions of *Tao Te Ching* paired with online lectures invite Chinese and foreign scholars for dialogue, deeply interpreting Eastern philosophy and attracting global readers.[14] Multi-language audiobook projects for *The Analects* cooperate with international streaming platforms to spread Confucian thought through podcast formats, achieving new breakthroughs in cultural export. The comic version of *Journey to the West* collaborates with renowned Japanese animation studios, blending Chinese and Japanese aesthetic styles to achieve popularity in Asian markets. The copyright of “Chinese Poetry Conference” has been exported to multiple countries, with localized adaptations stimulating cross-cultural dialogue. Digitally, the AR interactive game of *The Classic of Mountains and Seas* is available on overseas app stores, allowing foreign users to immerse themselves in the Chinese mythological world. The “Dunhuang in the Clouds” digital museum utilizes 5G technology to enable high-definition 3D displays of artifacts and multi-language real-time guided tours, breaking geographical limitations. On cross-border e-commerce platforms, “Chinese Character Art” creative products sell well, demonstrating the charm of Chinese culture. These innovative initiatives not only broaden international communication channels for traditional culture but also promote cultural exchange and mutual learning, enhancing the global influence of Chinese culture and leading the publishing industry toward globalization and digitalization.

4. A Traditional Culture Publishing Ecology with Balanced Policy Support and Market Orientation

The traditional culture publishing ecology is developing toward a direction that balances policy support and market orientation. In 2017, the “Opinions on Implementing the Excellent Traditional Chinese Culture Inheritance and Development Project” issued by the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council provided important guidance for traditional culture publishing. Market-wise, publishers deeply analyze reader needs, launching innovative products such as comic versions of *The Analects* and stress-relief coloring books of *Tao Te Ching* that have achieved good market response. The establishment of industry-university-research collaborative innovation platforms has promoted deep integration be-

tween academic research, publishing practice, and technological innovation. For example, the “Chinese Ancient Books Protection Plan” led by the National Library of China has promoted the digitization and intelligent application of ancient books, providing new pathways for traditional culture research and dissemination. This multi-party collaborative model is driving traditional culture publishing toward high-quality development.

4.1 Government Guidance: The Policy Support System for Traditional Culture Publishing

Government guidance plays a key role in constructing the policy support system for traditional culture publishing. In recent years, the government has actively promoted the inheritance and development of traditional culture. For example, the “Opinions on Implementing the Excellent Traditional Chinese Culture Inheritance and Development Project” clearly proposes adhering to the “creative transformation and innovative development” of Chinese culture. In terms of digitization, the National Library of China is implementing the “Chinese Ancient Books Protection Plan,” which includes extensive ancient book digitization work, laying the foundation for digital dissemination of traditional culture. At the local level, many provinces and cities are exploring ways to support local traditional culture publishing. For instance, Suzhou City in Jiangsu Province, as an important birthplace of Wu culture, has been actively promoting Wu culture research and dissemination in recent years. Departments such as the Suzhou Municipal Bureau of Culture, Radio, Television and Tourism regularly hold Wu culture-themed publication solicitation activities to support relevant book publishing. These policies and initiatives demonstrate government emphasis on and support for traditional culture publishing while providing direction for publishers and cultural institutions, encouraging innovation and exploration in the field.

4.2 Market Demand: Audience Analysis for Traditional Culture Publishing

Precisely grasping market demand has become the key to success in traditional culture publishing. Big data analysis reveals that traditional culture audiences show diversified trends. Young readers show strong interest in traditional culture products integrated with modern elements, with new-form products like comic versions of *The Analects* and AR interactive games of *The Classic of Mountains and Seas* achieving considerable sales. Young and middle-aged intellectuals pursue in-depth interpretation, showing strong demand for academic annotated editions of classics such as the *Four Books and Five Classics*. Middle-aged and elderly audiences prefer health culture books, with illustrated health editions of *Huangdi Neijing* being particularly popular. In overseas markets, European and American readers show growing interest in Daoist philosophy, with English translations of *Tao Te Ching* continuing to sell well. Southeast Asian Chinese communities show strong demand for Confucian classics, with

bilingual editions of *The Great Learning* and *The Doctrine of the Mean* being widely welcomed. The popularization of digital reading habits has driven rapid growth in the e-book and audiobook markets for traditional culture, with audio versions of *The Book of Songs* achieving considerable listenership on major audio platforms. The cultural creative products market has emerged as a new force, with *Dream of Red Mansions*-themed creative stores becoming new hotspots for cultural leisure. Demand in the education sector remains stable, with traditional culture textbook series being promoted for use in primary and secondary schools. The corporate training market has seen a rise in applying traditional culture management principles, with entrepreneur editions of *The Art of War* being in high demand. In response to these segmented market demands, publishers adopt differentiated strategies, such as launching interactive picture books of *Three Character Classic* for children and developing multi-language guided reading apps for *The Analects* for foreign readers, achieving precise marketing. This market-oriented publishing strategy both meets the cultural needs of different groups and opens broad development prospects for traditional culture publishing.

4.3 Industry-University-Research Collaboration: The Innovation Driving Force for Traditional Culture Publishing

The industry-university-research collaboration model is becoming an innovation driving force for traditional culture publishing, promoting comprehensive industry upgrading. Multiple universities, publishers, and technology companies are actively cooperating to advance intelligent collation and digitization of ancient books. For example, Zhonghua Book Company's large-scale ancient books database "Chinese Classics Database" concentrates multi-party efforts on digitizing and researching "Twenty-Four Histories" and *Draft History of Qing*, achieving full-text digitization and intelligent retrieval functions. The Chinese Academy of Social Sciences cooperates with renowned publishing groups to launch the "Chinese Civilization Origins Project" series, integrating latest archaeological discoveries and academic research to comprehensively demonstrate the development 脉络 of Chinese civilization. Top university Chinese departments collaborate with new media companies to develop an immersive learning platform for *The Book of Songs*, using VR technology to recreate poetry creation scenes, which is highly welcomed by young students. Traditional craft research institutes cross-border cooperate with cultural creative enterprises to launch *Tang Poetry*-themed incense sets, combining classical poetry with traditional incense studies to open new models of cultural experience. The National Library of China partners with AI enterprises to build a "Chinese Ancient Books Knowledge Graph," providing intelligent support for traditional culture research. Publishers cooperate with educational technology companies to develop AR courses for *The Analects* for promotion and use in primary and secondary schools, innovating traditional culture education methods. This multi-party collaborative innovation model not only integrates academic, industrial, and technological resources but also promotes the creative transformation and innovative development of traditional

culture, injecting continuous innovation momentum into the publishing industry and enabling traditional culture to radiate new vitality in modern society.

Inheriting and publishing excellent traditional Chinese culture in the new era requires employing digital technology, premium strategies, and cross-border integration thinking to address issues such as insufficient innovation and limited audiences in traditional culture communication. In the future, traditional culture publishing will develop toward more intelligent, personalized, and international directions. By constructing diversified communication channels, creating high-quality cultural products, and promoting innovative models of cross-border integration, traditional culture publishing will play an even more important role in inheriting Chinese civilization, enhancing cultural confidence, and promoting the construction of a culturally strong nation.

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(Responsible Editor: Li Yansong)

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

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