

Strengthening Professional Development to Promote High-Quality Development: Exploration and Practice of Science Press's Talent Cultivation Mechanism (Postprint)

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Abstract

[Purpose] Achieving specialization and high-quality development of talent constitutes the core competitiveness of the publishing industry and serves as an important pillar for building a strong publishing nation and a strong cultural nation. **[Method]** This paper, guided by Xi Jinping Thought on Culture, employs theoretical analysis and case study methods to discuss the talent cultivation mechanism in the publishing industry. **[Results]** Science Press has effectively promoted quality and efficiency transformations in its talent cultivation mechanism by continuously strengthening the construction of innovative mechanisms in publishing culture, organizational models, talent incentives, topic orientation, editorial training, quality supervision, and digital transformation, thereby cultivating a large number of specialized professionals. **[Conclusion]** The talent cultivation mechanism of Science Press can provide valuable reference for the specialization construction and high-quality development of the publishing industry.

Full Text

Strengthening Professional Development and Promoting High-Quality Growth: Exploration and Practice of Talent Cultivation Mechanisms at Science Press

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Abstract

Objective: Achieving professionalization and high-quality development of talent constitutes the core competitiveness of the publishing industry and serves as

crucial support for building China into a publishing powerhouse and a culturally strong nation. **Methodology:** Guided by Xi Jinping Thought on Culture, this paper employs theoretical analysis and case study methods to examine talent cultivation mechanisms in the publishing sector. **Results:** Through continuous strengthening of innovative mechanisms in publishing culture, organizational models, talent incentives, project orientation, editor training, quality supervision, and digital transformation, Science Press has effectively facilitated quality and efficiency reforms in its talent cultivation mechanisms, nurturing a large pool of professional talent. **Conclusion:** The talent cultivation mechanism of Science Press offers valuable insights for professional development and high-quality growth in the publishing industry.

Keywords: Xi Jinping Thought on Culture; publishing professionalization; high-quality publishing; talent cultivation; Science Press

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“A foundation for generations, talent is the root.” [1] “Education, science and technology, and talent are the foundational and strategic pillars of Chinese modernization. We must thoroughly implement the strategies for invigorating the country through science and education, strengthening the nation with talent, and driving development through innovation.” [2] High-level authors and excellent editorial teams are crucial guarantees of book quality, especially for academically specialized publishing. Science Press (hereinafter referred to as “our press”) was among the first pilot units of China’ s central cultural system reform [3] and has consistently prioritized talent cultivation system building. This paper uses our press as a case study to analyze how, guided by Xi Jinping Thought on Culture, we can improve content and editorial quality while cultivating a politically steadfast, professionally proficient, and innovative publishing talent pool.

2.1 Government Mechanism Leadership and Enhanced Policy Supervision

To fully leverage the guiding role of policies and awards, we must first adhere to policy guidance. The fundamental guarantee for high-quality development in publishing is the Party’ s comprehensive leadership. The Publicity Department of the CPC Central Committee (including the National Press and Publication Administration) starts with policy supply, strictly enforcing the *Regulations on Book Quality Management* and complying with systems such as the *Trial Measures for Evaluating and Assessing the Social Benefits of Book Publishing Units*.

Annual inspections are conducted on topic selection justification, implementation of the “three-level review and three-level proofreading” system, and overall book quality. Second, we must harness the demonstrative effect of awards and funds. The China Publishing Government Award, Industry Leading Talent Award, and other incentives play a motivating role across business, academic, and scientific research fields. The “Taofen Publishing Award” launched by the China Publishing Association also represents a high honor in the publishing world. These incentive policies have significantly promoted the construction of press and publishing talent teams.

1. Party Committee Leadership and Implementation of Cultural Thought

Culture concerns national destiny. Xi Jinping Thought on Culture systematically addresses theoretical armament, ideological construction, cultural development, and other dimensions [4], enriching and advancing Marxist cultural theory and marking a milestone in systematic theoretical development. The Party Central Committee has consistently prioritized talent work in the new era. The Third Plenary Session of the 20th CPC Central Committee proposed upholding “the Party’s comprehensive leadership,” “a people-centered approach,” “keeping to the right path while pursuing innovation,” “taking institutional development as the main thread,” and “systems thinking” [5], while improving talent cultivation and incentive systems to “build a high-skilled talent work system featuring Party committee leadership, government guidance, policy support, and enterprise as the main player” [6]. These important directives are rich in content and profound in meaning and must be conscientiously implemented.

2.2 Enterprise Standardized Management and Enhanced Talent Cultivation Quality

High-quality talent cultivation in publishing cannot be achieved without standardized management and a quality-oriented approach. Our press has consistently adhered to a quality-first principle, adopting multiple measures to advance talent cultivation mechanism reforms.

3. Strengthening Publishing Culture Construction and Promoting Ideal and Belief Education

Strengthening advanced cultural education is fundamental to building cultural confidence. On one hand, we uphold the “three highs and three stricts” work style. Our press consistently employs a style of “professionalization, high-quality production, and serialization” combined with “seriousness, rigor, and strictness” to achieve “high-level, high-standard, and high-quality” outcomes [7], disseminating knowledge and enlightening minds. On the other hand, we deeply embed Chinese cultural spirit. Our corporate culture construction fully implements

“the Party’ s leadership over ideological work” [8], consistently promoting mainstream values and striving to practice socialist core values. In 2024, leveraging the occasion of our press’ s 70th anniversary, we organized the 7th Editing and Proofreading Competition, with test content closely related to Party policies, current affairs, and ideological culture. For instance, publishing standards focused on handling speeches, works, and images of Party and state leaders, as well as issues related to ethnic groups, religion, terrorism, maps, copyright, citations, and tables. Current affairs sections emphasized Xi Jinping Thought on Culture, new quality productive forces, Chang’ e-6, Shenzhou-19, and other topics. This approach not only enhances social cohesion but also elevates employee competence and cultivates craftsmanship spirit.

2. Upholding Systems Thinking and Comprehensive Talent Cultivation

Building a strong publishing talent team requires fully implementing Xi Jinping Thought on Culture. The key lies in how publishing units, under government mechanism leadership, can promote quality and efficiency reforms in talent cultivation mechanisms through standardized management across publishing culture construction, organizational model reform, talent incentive mechanisms, quality-oriented project selection, editor training systems, quality supervision efficiency, and digital transformation upgrades.

4. Exploring Organizational Model Reform and Strengthening Quality Standardized Management

Adjusting Publishing Structure. In recent years, our press has scientifically integrated business departments and lines, streamlining overlapping operations and allocating resources toward units with more national publishing projects and higher product efficiency. We have strengthened service, innovation, and professional capability requirements across departments, leveraging systematic and institutional advantages to jointly undertake major tasks. By balancing publishing quality with production cycles and strengthening progress monitoring at key nodes, we have improved operational efficiency. Our press implements a separation system for planning, editing, proofreading, and typesetting positions. The Shijiazhuang Editorial Services Company, which processes over 70% of our manuscripts, serves as a crucial editorial force [11]. Additionally, we have enhanced collaboration between our journal and book business units, drawing on design concepts from similar products. These measures have effectively unified individual and organizational efficiency.

Strengthening Implementation. On one hand, we have improved publishing management. Our press has refined systems such as the *Regulations on Book Quality Management* and the *Measures for Book Quality Inspection* [12]. As an important industry reference, the *Science Press Author and Editor Handbook* has undergone multiple revisions to continuously provide standardized guidance

for academic publishing. In 2025, the Quality Inspection Department is responsible for further revising this handbook to better align with industry needs and reflect contemporary characteristics. On the other hand, we strictly enforce process standards. We rigorously implement systems for manuscript review, three-level editing and proofreading, and quality inspection, prioritizing “authoritativeness, academic rigor, and professionalism.” Additionally, we increase assessment weight. Beyond routine quality checks of print-ready samples, our Quality Inspection Department conducts multiple annual special inspections covering content and editorial quality, covers, title pages, copyright pages, illustrations, and maps. Issues identified are fed back to branches for self-review, with responsibilities enforced at every level and corresponding rewards or penalties applied based on inspection results.

5. Deepening Talent Incentive Mechanisms and Smoothing Career Development Pathways

Improving Talent Recruitment and Cultivation Mechanisms. As the saying goes, “If you want to go fast, go alone; if you want to go far, go together.” Providing opportunities for highly skilled talent to transfer to senior professional technical positions or core management roles better facilitates talent development. First, we broaden career development pathways. We increase the proportion of recruits from top universities with master’s and doctoral degrees and high-quality professional talent, with evaluation systems oriented toward position value, competency, and performance achievements. Second, we strengthen backbone team construction. Through academic education, training programs, lectures, and project support, we systematically cultivate interdisciplinary professional and technical talent. Additionally, we enrich the talent reward system. We implement long-term incentive mechanisms such as “Science Hundred Talents,” “Chief Editor,” “Chief Planner,” and “Key Book Individual Awards.” Our press has established an Editorial Planning Award to encourage the development of national-level major project masterpieces, with compensation, performance evaluation, promotion, and professional titles determined comprehensively based on business indicators, publishing quality, and completion of major projects.

Reforming the Personnel System. First, we encourage employee participation in decision-making. We require not only political steadfastness and outstanding performance but also integrity, enabling upward and downward mobility in an orderly fashion. We recommend outstanding talent for positions such as National Committee members of the Chinese People’s Political Consultative Conference, employee representative congress delegates, and leadership roles in labor unions, Communist Youth League, and women’s federations. We also dispatch talent to organizations like the Chinese Academy of Sciences and the National Copyright Center for temporary positions. Second, we strengthen high-end talent reserves. According to the *Measures for Managing External Editorial Processing Personnel*, we maintain a high-end professional talent reserve pool, securing experienced external reviewers and cultivating expert teams for

disciplinary review and political review across various fields. Finally, we establish dedicated quality inspection teams. All branch companies have dedicated quality inspection positions, while senior editors and associate senior editors concurrently serve in quality inspection roles. In addition to fulfilling their three-level review responsibilities within their departments, they participate in press-wide quality inspections of finished books and regularly attend unified business training sessions.

6. Strengthening Quality-Oriented Project Selection and Enhancing Major Project Construction

Adhering to a people-centered approach represents an important manifestation of Xi Jinping Thought on Culture. Specifically for the publishing industry, this means grasping industry development directions and meticulously creating outstanding cultural works that enhance the people's spiritual and cultural literacy.

Optimizing the Topic Selection and Evaluation System. Building a modern socialist country in all respects requires high-quality development as the primary task [13], with key elements being “innovation,” “quality excellence,” and “advanced productive forces” [14]. Focusing on high-quality development in publishing, our press formally established a Book Quality Review Committee in 2018 to enhance the scientific rigor and precision of topic selection through professional evaluation mechanisms. First, we strengthen core publishing areas. According to the *Guiding Opinions on Strengthening the Selection of Cutting-Edge Science and Technology Book Topics*, we focus topics on our main responsibilities and business, targeting world science and technology frontiers, major national needs, and economic main battlefields, with emphasis on science, technology, medicine, education, and humanities and social sciences [15]. We strictly control general topics and politically sensitive selections, raising the proportion of first- and second-level topics to over 70%. In July 2023, we improved the *Evaluation Measures for Professional Book Topic Selection*, with “content quality” and “serialization” accounting for more than half of the quantitative metrics, emphasizing authors' research achievements and awards to ensure objectivity and fairness. Our press's *Guiding Opinions on Strengthening the Selection of Cutting-Edge Science and Technology Book Topics* encourages and strengthens the serialized publication of important achievements at the national strategic science and technology frontier. Second, we enhance risk early warning for topic selection. By strengthening the pre-review expert database and targeting disciplinary sensitivities, we recruit outstanding editors and industry experts to participate in evaluations, improving efficiency. We implement dynamic management of topics in the database and establish standardized mechanisms for topic cleanup and withdrawal.

Focusing on Major Scientific Research Projects. High-quality development requires keeping to the right path while pursuing innovation. As the “national team” of science and technology publishing, our press drives enterprise develop-

ment through major cultural projects [16]. First, we have established a major project database. According to our press's *Measures for Major Project Construction and Management* and related systems, we strengthen close cooperation with the Ministry of Science and Technology, the National Natural Science Foundation of China, and other institutions, selecting key product lines that represent major national innovation achievements. Second, we create thematic publishing masterpieces around areas such as modernized Marxism and innovation-driven development paths, while organizing, supervising, and managing projects funded by the National Publishing Fund and the National Science and Technology Academic Works Publishing Fund. As of 2025, our press has been selected for 13 items in the Publicity Department's "Key Thematic Publications," 60 National Publishing Fund projects, and over half of the National Science and Technology Academic Works Publishing Fund projects. We have also been selected for 15 titles in the "Three Hundred Original Works" project, 11 National Cultural Industry Development Special Fund projects, and 33 projects in the first batch of the *14th Five-Year Plan National Key Books, Audio-Visual, and Electronic Publications Special Plan*, ranking second among all selected publishing institutions. Among these, 12 projects have first authors from the Chinese Academy of Sciences, including major publishing initiatives such as the *China Disciplines and Frontier Fields 2035 Development Strategy Series* and the *Chinese Academy of Engineering Major Consulting Project Results Library* [17].

7. Innovating Editor Training Mechanisms and Building Business Exchange Platforms

Xi Jinping Thought on Culture upholds the comprehensive development of individuals, emphasizing the improvement of talent self-cultivation quality [18]. Our press thoroughly implements the Party Central Committee's requirements for strengthening talent team building, with training hours exceeding standards set by the National Press and Publication Administration, thereby contributing to the construction of a learning society.

Maintaining Regular Business Training. Our press consistently prioritizes building a team of expert editing and proofreading talent. First, we improve the ideological and political work system by timely adjusting Party group theoretical study systems to promptly comprehend and implement important resolutions of the Party Central Committee. Second, we innovate training content for middle-level cadres. Following the 2023 middle-level cadre rotation, we invited press leaders and experienced branch directors and subsidiary executives to conduct over a dozen specialized training sessions for newly appointed cadres. Third, we implement mentorship programs. We have improved internal "mentorship, assistance, and guidance" mechanisms, strengthening the three-year training system where senior editors mentor new editors. Fourth, we enhance digital technology capabilities. In the era of intelligent media, becoming qualified content gatekeepers and technology users represents a crucial goal for editor talent cultivation. We train editors in online information retrieval and resource integration

while continuously improving their application abilities in computer technology, artificial intelligence, and big data. Fifth, we encourage autonomous learning. Our press actively provides opportunities for external training, encouraging editors to attend important academic conferences, book compilation meetings, and skill development exchanges both in Beijing and beyond, listening to expert presentations to cultivate high-skilled talent through open approaches. Editorial capability improvement relies on daily accumulation—editors must be adept at learning from books, colleagues, authors, and experts, transforming fragmented leisure time into valuable opportunities for professional development through new media channels such as industry WeChat public accounts, professional applications, and academic live-streaming platforms.

Establishing a Unified Training Platform. Our press is committed to building a learning organization, investing substantial effort annually to integrate long-term systematic training with short-term specialized training, thereby enhancing the systematic and targeted nature of editorial and proofreading training. First, our press completes 72-hour continuing education training for over a thousand employees each year. Second, we improve long-term training mechanisms, with press leaders taking overall charge and the Human Resources Department, Chief Editorial Department, and Quality Inspection Department implementing regular programs. We regularly invite internal and external experts to participate in Quality Lecture Halls, Ideological and Political Classrooms, experience-sharing sessions, Science Light Academician Expert Forums, business innovation forums, and knowledge and skill-sharing lectures covering national policies, copyright, citations, professional terminology, scientific exploration, and new media publishing. Finally, we analyze typical quality issues within our press and clarify improvement measures in line with publishing policies.

8. Enhancing Quality Inspection Efficiency and Conducting Internal Editorial Training

The primary responsibility of quality inspection is to ensure book quality. To maximize inspection efficiency and expand coverage, the Quality Inspection Department has made thorough efforts in business innovation.

Ensuring Quality Monitoring. First, we supervise the three-level review process. The Quality Inspection Department continuously monitors industry developments and internal business operations, understanding common quality risk points among planners, editors, and proofreaders across all branches. We supervise the matching of authors' professional backgrounds and writing capabilities with manuscript requirements, as well as the implementation of three-level reviews and key potential issues. We ensure all important maps are submitted for review and provide feedback to press leadership and the Chief Editorial Department on three-level reviews of print-ready samples and initial quality inspections of finished books, submitting annual statistical analyses for each business unit. Second, we establish early warning mechanisms. The Quality Inspection Department primarily handles pre-press and finished book quality inspections, re-

inspections, and specialized inspections (such as for political errors, cover/title page/copyright page issues, maps, illustrations, and text-image matching), with focused attention on orientation and scientific issues. We emphasize the archival nature of quality inspection forms for print-ready samples and finished books, determining whether book quality meets standards, identifying potential risks, and proposing improvements to urge branch responsible persons to strengthen their primary responsibility awareness for editorial quality. Third, we balance strictness with flexibility. Non-critical issues may be handled at discretion, but for editors or departments with persistent quality problems, or books with error rates approaching or exceeding one in ten thousand, inspection summaries are copied to supervising leaders via email. Manuscripts requiring re-review must be thoroughly revised with detailed modification tables submitted. Books that remain unqualified after two quality inspections are generally not permitted for publication.

Conducting Internal Training. The Quality Inspection Department plays a crucial role in internal editorial and proofreading skills training, with key initiatives including: (1) Online Q&A: Quality inspection editors are responsible for monthly Q&A sessions in our press' s editorial quality QQ exchange group. (2) Publishing typical cases: We regularly release compiled documents of typical Q&A cases and “Weekly Practice” articles, distilling quality briefings. (3) Holding case analysis meetings: We exchange typical issues found in recent inspection manuscripts and study new business formats, with relevant department editors able to participate online. (4) Optimizing training courses: Problem-oriented, we set targeted “Quality Lecture Hall” training courses based on content and editorial quality inspection results of print-ready samples and finished books, after consulting with branches. Instructors first conduct internal trial lectures in the Quality Inspection Department, collect feedback, revise, and then present to all press editors. (5) Conducting specialized exchanges: Using Wednesday thematic discussion days, the Quality Inspection Department engages in specialized problem exchanges with editors from various branches who have difficult issues, and holds face-to-face exchanges with all editors from specific branches. This allows early intervention in planning and three-level review stages to address error-prone points, effectively reducing post-inspection revision pressure and improving publishing quality and efficiency. (6) Providing on-site training: We conduct editorial training for new employees and timely exchanges with branch companies in other regions to assist in cultivating planning editors and copy editors.

Notably, our press conducts competition-based training. We actively participate in the national Taofen Cup Book Editing and Proofreading Skills Competition, with the Quality Inspection Department mobilizing key staff for intensive pre-competition training. Using this as an opportunity, we hold press-wide professional skills competitions. By 2024, we have held seven editing and proofreading competitions. The 2024 competition was led by the Chief Editor and organized by the Press Book Quality Review Committee and the labor union, with the Quality Inspection Department collaborating with key editors from business de-

partments to develop questions. The competition established eight examination venues outside Beijing and four at headquarters, with 464 participants from 44 branch companies and divisions. Quality inspectors, copy editors, planners, proofreaders, and most middle-level leaders participated. The exam comprised two papers—proofreading and editing—covering language norms (multiple choice, sentence and manuscript editing), publishing standards (true/false questions), editorial practice (main text editing, supplementary text processing), current affairs and press history (fill-in-the-blank), and quality awareness throughout the editorial process (short answer), totaling 150 points. All content was drawn from key, difficult, and error-prone points in our press’ s daily editorial work. Following the competition, the Quality Inspection Department head provided detailed exam analysis, reminding business units to pay attention to quality risks in low-scoring segments. The department also organized specialized small-group classes and enhanced lecture training to address weaknesses revealed in the competition. These training efforts have effectively solidified our press’ s editorial business foundation.

9. Promoting Digital Transformation and Accelerating Publishing Integration Development

Against the backdrop of accelerating digital transformation in the publishing industry, our press’ s important initiative is implementing the “Cultural Digitalization Strategy” [19], targeting digital and intelligent directions to promote digital publishing strategic layout and professional digital product development.

Our press relies on intensive platform development to create digital masterpieces in key fields. On one hand, we advance digital transformation projects. Our press strengthens digital resource aggregation and new product development, establishing four integrated development business directions: professional disciplinary knowledge bases, medical and health big data, and digital education cloud services, continuously improving user satisfaction and stickiness. We accelerate digital transformation project upgrades, launching multiple knowledge service products such as “Science Think Tank,” “Biological Records Database,” “China Paleontological Stratigraphic Database,” and “SCIPMED Chinese Academy of Sciences Medical Resources Database.” Among these, “Science Library” and the “Integrated International Communication Platform for Science Books and Journals” have been successfully selected for the Press and Publication Administration’ s “Annual Digital Publishing Excellence Selection and Recommendation Program,” while “China Biological Records Database” and the “Integrated International Communication Platform for Science Books and Journals” won the 2018 Publishing Integration Innovation Award from the China Publishing Association [20]. In 2021, our press was recognized as a “Publishing Integration Flagship Unit.”

In advancing publishing integration development, our press works along two main dimensions. On one hand, we optimize digital processing workflows. Our press strengthens top-level design for integrated development, exploring OA op-

eration models, full-process digital processing, and submission-review platforms. The Suzhou Technology Innovation Center specializes in publishing software and hardware technology R&D, ensuring ERP system launch and optimization. On the other hand, we develop digital assistance tools. First, our press's Digital R&D Department has developed a problem recording tool based on the Science and Technology Publishing Cloud, applicable to multiple stages including editing, proofreading, quality inspection, and printing. During quality inspection, for instance, editors can upload photos of editorial issues, identify problem types and error content, provide modification suggestions, and convert them to PPT format with one click. We have also developed the Chinese Academy of Sciences AI Enterprise Intelligent Knowledge Base, enabling anytime search of editorial knowledge through the IntwellNexus publishing large model and knowledge content QA extraction tools. Additionally, our press's Professional Publishing Digital Business Department has developed the "Science Press Editorial Q&A" digital platform based on the Quality Inspection Department's needs, migrating the real-time Q&A business from the "Science Press Editorial Quality QQ Exchange Group" to this platform. Second, we explore an "Internet + Vocational Skills Training" model by building an online learning platform. All our face-to-face courses have been converted into video courses covering common issues in editors' daily work, combining online and offline methods to achieve open sharing of digital education and training resources, enabling editors to consolidate and improve their skills anytime.

Conclusion

"Success comes from talent, and prosperity arises from a broad talent pool." Talent is the key to building a publishing powerhouse. Through standardized management, Science Press has continuously strengthened innovative mechanism building in publishing culture, organizational models, talent incentives, project orientation, editor training, quality supervision, and digital transformation, effectively facilitating quality and efficiency reforms in talent cultivation mechanisms. We have nurtured a large cohort of high-quality professional talent with excellent knowledge, skills, and innovation capabilities, further enhancing our core competitiveness. Moving forward, Science Press will continue working alongside colleagues throughout the publishing industry to make greater contributions toward accelerating the building of a high-level science and technology powerhouse and a culturally strong nation!

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New Media Research

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

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