

# New Media Era Book Publishing and Editing Industry Transformation Strategy

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**Abstract:** The advent of the Internet era, with the emergence and development of networking, digitization, and informatization, has spread this technology across various fields, generating significant impacts. Without exception, the widespread application of this technology has broadened peoples reading channels and diversified reading methods. Such changes have brought new and severe challenges to traditional paper book publishing. Therefore, book publishing and editing work need to clarify future development trends, update work concepts, innovate working methods, focus on the deep integration of traditional and digital publishing methods, actively introduce digital thinking, accelerate the cultivation of traditional and digital adaptive, composite professional editing and publishing talents, promote high-quality editing and publishing, and achieve a successful transformation of the traditional publishing industry. This article provides an in-depth analysis of the traditional publishing industry, examines the issues it faces under current conditions, explores possibilities and paths for transformation, and studies how digital publishing can deeply integrate with traditional publishing. This research is of great reference value for the transformation and development of the traditional publishing industry in the new media era.

**Keywords:** Traditional book publishing; Digital publishing; Transformation strategy

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## 1. Media Convergence

### (1) Review of foreign research

Research on media convergence in the West started relatively early. The earliest concept of media convergence comes from Joel Priests \*The Free Technology\*, where he first introduced the idea of "convergence of communication forms." Priest points out that "the development of electronic technology is the primary cause of the convergence of communication forms." Most foreign studies on media convergence focus on how ownership, publishing processes, and organizational management can be integrated. Media convergence generally goes through three stages: media interaction, media integration, and deep media convergence. After repeated research and exploration by scholars, it has been concluded that the emergence of a new medium will continuously influence all existing media, including their development paths and innovation mechanisms. Professor Gordon studied the initial forms of media convergence, focusing on the possibilities of integration between traditional and digital media from aspects such as ownership, structure, strategy, information collection, and expression. Scholar Andrew believes that media convergence more often refers to cooperation and alliances between old and new media, or different types of media. Doyle, however, specifies that media convergence is the integration of internet technology with media. Jenkins provides a more detailed explanation, stating that media convergence includes five forms: technological, economic, organizational, cultural, and global convergence. Therefore, research on media convergence in the West has a long history. Earlier, the research was broader and deeper, which has great reference significance for how the traditional editing and publishing industry can integrate with data publishing under the new media.

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## **(2) Domestic research review**

Research on media convergence in China started relatively late. Professor Cai Wens paper published in 2005 marked the beginning of research on media convergence in China. In exploring how traditional book publishing can integrate with digital publishing, scholar Chen Ju used nine best-selling book cases to discuss why traditional book publishing would undergo media convergence. Wei Yue and Wang Lixia pointed out the interactive relationship between traditional book publishing and new media, as well as the positive impact of new media on traditional book publishing. After 2010, research on media convergence gradually became more abundant. Nie Zhenning noted that media convergence in the book publishing industry is inevitable and a natural outcome of development. However, due to factors such as the lack of established reading habits among the public and low reader literacy, there are significant obstacles to media convergence in Chinas traditional book publishing sector. Zheng Jianli compared sales indicators between traditional books and digital books, emphasizing that for traditional media to sustain its development, it must form new profit models and sales methods. Scholars like Zhang Chengliang believe that new media technology can effectively improve publishing efficiency and optimize the timeliness of book selection. Zhang Wenhong proposed that traditional book publishing should focus on building core competitiveness. Scholars such as Yang Lili and Sun Qianqian pointed out that digital transformation is an effective path for integration, emphasizing the importance of publishing technology innovationNew, accelerate the construction of professional databases to promote the integration of old and new media.

## **2. The Necessity of the Transformation of Traditional Book Editing and Publishing Industry in the Era of New Media**

Peters once said, "No innovation, no survival." This statement also serves as a warning for the book publishing industry in the new media era. The emergence of new media has ushered in a new age, significantly altering how people read, access information, and form reading habits. Traditional book publishing and editing practices can no longer meet public demands or keep up with the evolving times. Therefore, traditional book publishing needs to embrace innovative thinking and explore the tastes of the masses to meet the demands of industrial transformation and better adapt to the new eras mindset. According to previous research, the driving force behind the development of traditional book publishing comes from the integration of old and new media, continuously innovating in workflow, information technology, brand promotion, market positioning, and more. It must constantly satisfy the comprehensive and deep reading needs of readers in the new media era to rejuvenate the traditional book publishing industry. Thus, the transformation of the traditional book editing and publishing industry under new media is essential. This article further explores the integration of traditional book publishing with new media, offering effective suggestions to revitalize traditional book editing and publishing, allowing it to thrive anew.

## **3. The Specific Manifestations of the Integration of Traditional Book Publishing and New Media in China**

### **(1) The production content is constantly innovated and the production mode is constantly changed**

The steady development of Internet technology has continuously enhanced the ability to innovate and produce content in traditional book publishing under such pressure, leading to constant changes in production methods. Innovations in production mainly manifest in improvements to traditional publishing models and authors innovative capabilities, primarily through self-publishing and crowdfunding models. This significantly boosts the innovation vitality of traditional book publishing. Large projects drive the enhancement of innovation and competitiveness in traditional publishing. By integrating resources and leveraging their advantages, utilizing national policies, high-quality products are continuously launched, promoting organic integration among industry, academia, and

research. In terms of content presentation, the organic combination of technology and content produces a magical chemical reaction. High-quality content requires high-quality platforms and channels for display, with supporting services constantly expanding. The "M+Book Mobile Learning Platform" is a typical product of media convergence in the new media era. M+Book skillfully integrates paper print publication and multimedia materials, enabling everyone to learn on mobile devices. Such a mobile learning platform can break down barriers of location and time, broaden publishing paths, and offer both self-publishing and crowdfunding options. This effectively expands publishers topics and significantly improves book qualityThe improvement.

## **(2) Strengthen digital construction and the competition for content resources**

Traditional publishing content has been refined by authors and boasts significant value-added development advantages. Traditional book publishing must continue to leverage these advantages, striving to create more economic and social value. Currently, the public habitually consumes fragmented information, forming a preference for leisurely reading. This places higher demands on the appeal of content, and the in-depth content characteristic of traditional book publishing has become a crucial asset in entering the mobile reading market and dividing resources. Major domestic groups are beginning to transform their publishing industry structures, cultivating new business models suited to the new media era. The digitalization of traditional books is gradually advancing, such as "digital education" and "online reference books," which promotes the construction of domestic content resource libraries. E-commerce platforms like Amazon and Dangdang are forming close collaborations with internet communication companies, intensifying competition for content resources. The timely capture and statistical analysis of big data can quickly and accurately pinpoint readers preferences, thereby exerting pressure on the traditional publishing industry.

## **(3) Build a multi-level channel system by both online and offline**

Selecting Weibo and WeChat as points of observation, one can see the growing awareness of change in traditional book publishing. Traditional publishing is gradually integrating various stages of publication with internet marketing channels in innovative ways, continuously expanding channels and terminals to create greater social benefits and economic value. WeChat covers multiple aspects of apps, including social communication and life services, making it a multi-functional high-user Super App. The same applies to Weibo, which is also a new marketing channel and platform. This shows that traditional publishing is constantly striving to keep up with the times. Online products are flourishing, achieving success in areas such as product development and project construction. For example, Himalayas audiobooks and Phoenix Medias book resource library have both integrated with digitalization, cultivating effective channels and terminal systems, with multi-level channel system construction showing initial success.

# **4. Difficulties and Challenges Faced by Book Publishing in the Context of New Media**

## **(1) Backward concept of publishing industry**

Different eras reflect different publishing philosophies. Traditional book publishing concepts cannot keep up with the publishing philosophy under the backdrop of big data. As times continue to evolve, so must publishing philosophies, adapting to the times, constantly updating their positioning, and continuously adjusting for transformation and upgrading. Comparing traditional book publishing with digital books, the workflow of book publishing is relatively cumbersome, leading to longer publication times and higher costs for paper books. In the new media era, most people prefer fragmented information, which requires attention-grabbing and fast culture. Therefore, if we continue to adhere to traditional publishing models, management methods will be relatively outdated, and commercial channels will be limited. This will not facilitate editors in quickly and accurately grasping readers rapidly changing reading habits, making it difficult to ensure the timeliness of book products. This will

increase publishing costs and reduce profits, leading to high investment with low returns, significantly impacting efficiency and effectiveness. Ultimately, this could result in the exit of the paper book publishing industry. Facing the challenges brought by digital reading, the paper book publishing industry must change its mindset, understanding that the two are not substitutes. In such a fiercely competitive environment, traditional publishing must persist in innovation, learning to adapt and innovate simultaneously keep abreast of.

## **(2) Lack of timeliness and diversity**

The rapid development of the Internet has led to a flourishing media industry, with diverse platforms and channels for dissemination becoming increasingly efficient and timely. As a result, in cyberspace, the public assumes dual roles as both information receivers and disseminators, constantly receiving fragmented information while spreading it. In contrast, traditional book publishing is time-consuming and involves complex processes that require significant time investment, leading to content that is often delayed and less timely. This severely hinders the continuous and stable development of the publishing industry. Therefore, book content must be forward-looking, with foresight into information trends, and committed to innovation. Continuous information filtering is necessary to promptly remove outdated and vulgar content. Book editors must also rigorously review and approve published content to prevent any deviation from public values or direction. Moreover, traditional book publishing needs to evolve its format, as it is often limited to paper-based platforms, relying on text and illustrations for content presentation, which can be monotonous. Digital books, however, integrate multiple dimensions such as audio, visual, and tactile experiences, effectively meeting the diverse reading needs of the public. Additionally, digital publishing primarily leverages the Internet. The intangible transmission channels such as the internet and mobile communications exhibit characteristics of high speed and wide coverage. The public can stay informed about new developments without leaving home, which has led to digital publishing aggressively capturing market share. This has resulted in traditional books losing market ground, with insufficient timeliness in their promotional efforts and lagging content quality often causing these works to be overlooked.

## **(3) Traditional book publishing lacks an outward integration perspective**

Many traditional book publishing companies still focus on basic competition, such as price wars. Most companies lack a thorough understanding of integrated development, limiting their vision to superficial digital publishing. There is a severe lack of innovation and expansion, with a narrow perspective on deep integration externally. They lack professional production elements and broader integration horizons, resulting in insufficient exploration and creativity. This has led the traditional publishing industry to remain at a basic competitive level, engaging in lower-value chain competition. Many traditional book publishing companies have yet to recognize their own strengths and cannot rely on these internal advantages to build long-term competitiveness. Their industrial competition remains confined within the industry, lacking a more forward-looking and developmental perspective for industrial upgrading and transformation. This is one of the significant obstacles in the integration process between old and new media. Such a short-sighted approach to integration will inevitably lead to self-imposed limitations in the traditional publishing industry, leaving a long way to go before achieving comprehensive and deep integration with new media.

## **(4) Lagging organizational structure transformation**

Organizational structure is the cornerstone of a company and an essential component. In a sense, competition between companies is essentially a competition of organizational structures. The more streamlined and hierarchical a company's structure is, the more efficient its communication and work processes become, which is particularly advantageous for publishing, a process that involves numerous steps. Traditional book publishing companies in China mostly adopt a "line-and-staff" organizational structure. However, with the development of the market economy, this model needs to evolve continuously. Currently, however, many Chinese publishing companies still lag behind in their pace of transformation. Additionally, such an organizational structure leads to poor information

flow between different sectors and among publishing companies. Traditional publishing enterprises are often large conglomerates encompassing various processes. Most people find these organizations too extensive, with too many levels within the company, leading to layered information transmission and subjective scrutiny by various management departments, making it difficult for information to be effectively communicated up and down the chain.

#### **(5) The staffs business ability is limited and their innovation ability needs to be improved**

The human resources of any enterprise have a significant impact on its overall development, and this is no exception for publishing companies. Currently, traditional book publishing enterprises in our country severely lack high-level professionals with comprehensive skills and macro thinking for the era of media convergence. Most people believe that in an age where new and old media need to deeply integrate, there is a need for planning talents, macro-strategic talents, and distribution talents with a strong market awareness. Enterprises also need to change their past planned economy-era style, focusing on creating a relaxed and pleasant corporate culture and environment for employees, paying attention to meeting employees self-needs, and providing users with high-quality cultural achievements. At present, the academic level of editors at Chinese publishers still falls short. The reasons can be summarized as follows: First, the exploration of high-quality author resources is not deep enough. The content and quality of manuscripts are key factors affecting the publication and distribution volume of books. Editors have not delved deeply into cutting-edge views in academia, thus failing to find high-quality author resources. Second, there is a lack of effective and in-depth communication between authors and editors, leading to distrust. In summary, some publishers have outdated concepts and still adhere to old work models, lacking innovation, despite the efforts of editors. The personnel have rich experience in book editing, but they fail to keep up with the times, lack the awareness of deep integration of old and new media, and do not know how to accurately capture and analyze market preferences, which affects information collection and analysis and leads to market preference deviation in book publishing.

### **5. Reasons for the Formation of Difficulties in Traditional Publishing Industry and Countermeasures in the Era of New Media**

#### **(1) Reasons for the formation of difficulties in traditional publishing industry in the era of new media**

In the era of new media, the main reasons for the difficulties faced by traditional publishing industries can be divided into external and internal factors. Among these, external factors mainly consist of two aspects. First, the intense market competition environment continuously drives publishers to innovate and capture market share, with pressure increasing day by day. In the process of participating in market competition, book publishing must also focus on protecting its inherent advantages and not abandon cultural construction for short-term gains. Balancing economic benefits and cultural value poses a significant challenge to editors capabilities, leading some to experience professional burnout and a substantial decline in enthusiasm and initiative at work. Second, government policy support is insufficient. Book publishing is a time-consuming, high-investment endeavor that often yields low returns, making it highly dependent on national policy support. Current policies suffer from issues such as a lack of industry funds and awards, and an unscientific title system, which severely dampen the enthusiasm of publishing professionals and hinder the cultivation and development of talent in the industry. Internal factors primarily manifest in changes within the internal environment. For example, performance evaluations are light in weight but heavy in substance, and job responsibilities are unclear. Editors are responsible for planning schemes and writing content across multiple fields, which hinders their ability to delve deeply into any specific area. Thinking leads to the weakening of the academic content of books.

## **(2) Suggestions on the development of traditional publishing industry in the new media era**

### **1) Change the publishing concept and innovate the publishing idea**

The publishing philosophy is the soul of book publication. Traditional book publishing concepts can no longer meet the demands of the times or satisfy readers personalized and multi-level reading needs. Therefore, book publishers must adhere to market demand as their guide, change outdated publishing philosophies, find their positioning, focus on quality over quantity, and maximize their inherent advantages. The main shift in philosophy requires the traditional book publishing industry to continuously integrate digital thinking and accelerate digital transformation. First, it is necessary to deepen the integration of new media with old media, manage the relationship between them well, use online platforms to actively build interactive reading platforms, enhance direct communication with readers, and promote the innovative development of traditional media. At the same time, attention should be paid to innovation in topic planning and content. For topic planning, it is essential to strictly control the quality of materials, select unique topics that readers enjoy, focus on the high-level refinement of effective information, and strengthen brand building. In terms of content form, learn to use databases to understand readers reading preferences and accurately grasp the development trends of the book market. Additionally, editors should broaden their horizons, proactively learn advanced concepts from domestic and international publishing industries, enrich their professional knowledge, and improve editorial skills.

### **2) Expand book marketing channels by both online and offline**

The sales volume of the book market is a crucial indicator for evaluating whether book publishing can truly generate benefits. In the past, traditional book marketing primarily focused on less efficient on-site promotions and reading events. These marketing methods struggled to directly address readers needs and were also limited in reaching potential readers. Given today's context, most readers prefer to obtain information and purchase books online. Therefore, while conducting marketing offline, it is essential to continuously expand online channels, focusing on content and service development. By combining "content + service," we can attract existing users and continuously explore new business opportunities. Media convergence is an inevitable path for the development of traditional publishing industries. Thus, we must strive to promote the integrated development model of "traditional + data" and "content + service."

### **3) Platform channel construction, build a characteristic platform**

In the context of the new media era, it is essential to prioritize the establishment of platform channels. The Internet itself is an efficient and convenient self-organizing platform. For book information to achieve phenomenal dissemination on the Internet, it must leverage the power of platforms. Therefore, in the industrial transformation of traditional book publishing in the new era, it is necessary to seriously broaden channels and build specialized platforms with unique characteristics. For example, multilingual public service platforms, foreign translation and dissemination platforms, etc., can all promote the long-term development of the traditional publishing industry and establish a more sustainable strategic framework. At the same time, building one's own platform can effectively reduce marketing costs, publishing costs, and most importantly, keep the lifeline of published content within the company. Therefore, for the traditional book publishing industry to achieve industrial transformation, it must always focus on its mainstream platform channels and build specialized platforms with unique advantages.

### **4) Promote the integration of the publishing industry chain**

Promoting the integration of the publishing industry chain is an inevitable path for traditional publishing to survive and thrive in the long run. The so-called integration of the industry chain means that a single entity controls the entire process, including content planning, editing, publishing, and marketing. When the industry chain is under one's control, it means controlling all aspects of the industry's lifeline. At the same time, integrating the



entire industry chain with digital technology can further expand the industrys influence, attract more high-quality resources, continuously seek long-term partners, and establish long-term cooperative relationships at each stage of the industry, promoting mutual benefits. In the context of new media, only by actively integrating can traditional industries rejuvenate and foster more growth points.

## 6. Strengthen Talent Development

To achieve the sustainable development of traditional publishing, it is essential to cultivate versatile publishing talents for the transition between old and new eras. Book publishing is a time-consuming, high-investment endeavor that often yields low returns, which makes it highly dependent on government policy support. Current policies have serious issues such as a lack of industry funds and awards, and an unscientific professional title system, which severely dampen the enthusiasm of publishing professionals and hinder the cultivation and development of talent in the industry. Internal factors mainly manifest in changes in the internal environment. For instance, performance evaluations are superficial, with unclear job responsibilities; editors must handle project planning and content across multiple fields, which hinders their ability to delve deeply into a specific area, thereby weakening the academic rigor of book content. Regarding talent development, it is crucial to establish specific and specialized strategies for nurturing a professional workforce, guiding elite talents from higher education institutions for training. At the same time, a robust talent incentive mechanism should be established to create a harmonious, fair, and just platform, fully mobilizing employees enthusiasm and innovative capabilities, promoting the sustainable development of traditional publishing, and facilitating the transformation of traditional industries.

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