

Discussion on the Theory and Practice of Periodical Editorial Work

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Abstract: Editors are the last gatekeepers before the publication of academic papers. The quality and strength of editors are directly related to the academic atmosphere and quality of periodicals. Therefore, a good editor is the icing on the cake and plays a positive role in the development of academia and the future of periodicals. The author makes a deep discussion on the theory and practice of editing periodicals on the basis of her several years' experience. The author puts forward the self-cultivation, professional quality and responsibility in editing work, and provides a good reference for the formation of a good academic atmosphere and the development of the periodical cause.

1. Introduction

With the development of society, people put forward higher requirements for the quality of periodicals. The quality of periodicals mainly depends on the quality of manuscripts and fine editing. In order to meet the development needs of the market, improving the overall quality of periodicals is more reflected in improving the editorial level of periodical editors. Whether journal editors have academic morality and understanding of academic norms, and whether they can do well in the post-editing work, will directly affect the enthusiasm of authors to submit contributions and the public's trust in periodicals, and will also affect the quality and future of periodicals. Therefore, it is of great practical significance for an editor to do a good job in editing work and to strengthen the combination of theory and practice.

2. The Theory and Requirements of Periodical Editorial Work

Editors are the last gatekeepers before the publication of academic papers. The quality of editors will directly affect the quality of journals and the formation of a good academic atmosphere. Its main work includes two aspects: firstly, checking grammatical norms, fonts, punctuation marks and other errors, providing the author with more reasonable sentence expression when necessary on the basis of respecting the author's manuscript, and being responsible for the author; secondly, adhering to academic ethics, establishing academic norms and strictly checking the contributions, so that contributions can be regulated appropriately and periodicals can move in a better direction.

2.1 Journal editors need higher ideological and political quality

China is a developing country under the leadership of the Communist Party of China and with the socialist system as its fundamental system. Editors must have high ideological and political quality in order to grasp the political direction of periodicals. This requires periodical editors to keep a high ideological consistency with the Party Central Committee, adhere to the theory of socialism with Chinese characteristics and the Party's basic line, adhere to the four basic principles, earnestly study the Party's principles and policies on publishing periodicals, and examine manuscripts from the standpoint of universality, connection and development of materialist dialectics. This requires journal editors to use professional ethics to restrain themselves, not to be tempted by money, not to be subjected to rights, and to make good choices and equality for all. In dealing with the development of new academic directions, periodical editors need to distinguish the direction, make bold choices and make innovations so as to ensure that their periodical can be issued in the right direction and improve the quality of publications.

2.2 Periodical editors need extensive and in-depth professional knowledge and skills

Editors play a decisive role in the publishing process of periodical. A qualified editor must be dedicated to his post, have a good working style, and have excellent decision-making ability and sense of teamwork. More importantly, the editor should have certain political, ideological and social moral qualities. The main task of the editor is to review and process the contributions, which essentially requires the editor to have a deep understanding and research in certain academic fields, and to be familiar with the development of the region and the industry, so as to make in-depth analysis of the author's contributions and put forward effective suggestions. Therefore, solid professional knowledge becomes particularly important. In addition, an editor wants to be an expert should have excellent professional abilities which mainly include excellent editing ability, accurate market judgment ability, and the ability to contact authors extensively. In a word, only with professional knowledge and professional ability can editors truly grasp the author's ideas and achieve in the editing process. At the same time, periodicals should be advanced, scientific and innovative, so as to control the correct direction of the development of periodicals.

2.3 Periodical editors must respect originality and ultimately meet the needs of readers

The periodical editing activity is to review and process the contributions, which requires editors to respect the author's original ideas first, not to override the author, and not to sacrifice the author's right to express ideas at the expense of the editor's preferences. Therefore, editors have to be justified in revising the original text rather than imposing ideas. When there are statements violating professional ethics and norms in the original, editors must distinguish them and cooperate with the authors to revise them. On the other hand, the ultimate goal of periodical editors is to get the reader's approval. Therefore, in their work, editors must play their subjective initiative, grasp the law of the market and the direction of development, make purposeful judgment and evaluation of contributions, combine dispersed texts into an effective whole, and give readers a different vision feeling. It enables readers to understand individual articles as well as journals as a whole, so as to maximize the benefits.

2.4 Periodical editors do not have the copyright of periodicals

Although articles published by journals are the result of the joint efforts of authors and editors, according to the Copyright Law, authors enjoy the only copyright, and editors of journals do not have any copyright. This shows that in the process of reviewing contributions, although editors can modify and delete articles, but after publication of works, editors are not allowed to reproduce and extract works at will without the consent of the author's statement, while responsible editors have only the right of signature. Therefore, in editing periodical, editors should abide by the law and act in strict accordance with the law. They should not damage the reputation of authors and periodicals in any way.

3. Practice in Periodical Editorial Work

With the development of society and the rapid change of science and technology, the competition of periodical industry becomes more and more intensive, and the requirement for editors is getting higher and higher. Periodical editors need not only to review and process contributions, but also to plan, organize and evaluate them according to the needs of the market for the long-term development of periodicals, so as to remain invincible in the increasingly fierce competition. Therefore, the practical role of editors has become particularly important in the work of periodical editing.

3.1 Creative planning ability of editorial practice

At the present stage, the competition of science and technology is growing. Innovation is the soul of development. Only through innovative practice can periodicals highlight their own characteristics, improve their core competitiveness and lay a good foundation for the long-term development of periodicals. Innovation can be embodied in several aspects: on the one hand, periodical editors put

forward their own ideas and summarize and analyze on the basis of market analysis, and finally put forward plans and put them into practice, establish their own characteristic columns, and invite contributions to relevant fields to create the bright spots of periodicals; On the other hand, editors should strictly control the quality of manuscripts. Quality is the vitality of periodicals. In order to achieve long-term development of periodicals, we must make full efforts in quality control, strictly enforce the system of first and final examination, and gradually improve the grade of journals. Finally, we should implement an editorial evaluation mechanism to make editors take improving the quality of journals as their responsibility and establish a strong sense of responsibility. In the process of auditing, proofreading and revising, the editors should be assessed to ensure the quality and innovation of periodicals.

3.2 Three elements in periodical editorial practice

The working ability of periodicals editors is directly related to the enthusiasm of authors' contributions and the quality of periodicals. In editing practice, there are three main factors that need to be grasped by editors. Firstly, close contact with authors and reviewers requires editors to actively contact both in response to contributions and when revisions are needed, which not only shows respect for authors and experts, but also promotes mutual affection with authors and experts and lays a good foundation for future work. Secondly, editors should be careful when reviewing and rejecting contributions. Reviewing contributions must go through first and final examination, identify the field of articles and contact experts for review. When it is necessary to return contributions, editors should patiently analyze and seek truth from facts so as to maintain the image of the periodicals in the author's mind and enhance the confidence of the author in submitting contributions again. Thirdly, editors need to be strictly controlled in the process of their work. They need to be fully grasped in the first and final examinations to ensure that the articles are rigorous and standardized, and have a certain degree of innovation. They should pay attention to the quality of their publications, not be tempted by money, do not give a special favour, and do not reduce the quality of their publications by sub-optimum. From these three elements, editors can be more skillful in practice and ensure the final quality of publications.

3.3 The application of periodical network office system in editorial practice

The development of contemporary society is inseparable from the application of computer technology, and the application of network in the editing process of periodicals is becoming more and more extensive. The office system centered on database, which integrates collection, editing, distribution and office, provides great convenience for editors' work. It realizes computer network management and overall control, and enables authors to experts and editors can communicate in real time. In this way, authors can modify articles online and communicate and change with editors in time. Editors can also establish their own experts' database on the internet and invite and select them from time to time, which not only reduce the waste of time between various links, reduce the burden of editors, but also standardize the procedures of periodical branches and improve editorial efficiency. At the same time, independent journal websites can be established to publish online periodical, timely release of the latest periodical and e-mails, contact online subscribers, expand the influence of periodical, and enhance the circulation of periodical.

4. Conclusion

Periodicals are one of the main means of modern scientific and technological information exchange. With the improvement of scientific and technological level, the requirement for editors of periodicals also rises. Contemporary periodicals not only need to meet the requirements of the Party's development and market economy, but also need to absorb advanced ideas to complete innovation and transformation. Through discussing the theory and practice of Journal editors, the author deeply analyses the importance of strengthening self-quality, transforming logical thinking, improving editing methods and cultivating keen sense of smell and insight in Journal editors' daily work, and more importantly, it is necessary to practice and learn with the changes of society. Only

in this way can editors truly fulfill their duties and tasks as periodical editors. Only in this way can they meet the needs of readers, develop the academic atmosphere of periodicals and promote social progress.

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