

Study on the Improvement of the Publishing Ability of Academic Journals in the Digital Age

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Keywords: Digital age, Publishing, Editorial power, Promotion strategy

Abstract: The development of "Internet +" and big data has a profound impact on the traditional editing industry, and puts forward new requirements for the digitalization of publishing. Based on the concepts of publishing and editorial power, this paper analyses the new mode of publishing and editorial power in the digital era. This paper analyses the challenges faced by China's publishing industry and the important opportunities it faces from a macro perspective. Editorial concepts urgently need to improve the knowledge structure of the editorial team, the level of digital editing and publishing, and the urgent need to improve competitiveness, as well as how to improve the digital age, and put forward the corresponding countermeasures.

1. Introduction

Publishing is an important task of disseminating theoretical knowledge and promoting the prosperity of contemporary culture. [1]It is an important manifestation of cultural productivity. As the most important link and content in publishing work, editors play a key role in influencing the success of publishing decision-making. With the development of "Internet +" and big data, it brings the digitalization of various fields, and has a revolutionary and revolutionary influence on the publishing field. [2]This is both a challenge and an opportunity for publishers and editors.

2. The Concept and New Composition of Publishing Editorial Ability

2.1 The significance of publishing editorial ability

Editorial power is a productive force in cultural publishing. It is not only an important index to measure the quality and level of publishing work, but also the core competitiveness of publishing units (enterprises). Editorial ability is an indispensable ability of editors, and it is the quantitative expression of their comprehensive ability and quality, including planning ability, processing ability, editorial comments and so on. Editing and publishing is a comprehensive and practical work. The value of editors' achievements ultimately affects and determines the economic, social and sustainable development capabilities of their publishing systems. [3]

2.2 New composition of publishing ability in digital age

In the digital age, with the change of information content and demand, the diversification of information acquisition methods and channels, the connotation and extension of editing and publishing work have undergone tremendous changes. [4]It is no longer just a traditional literary editing work, but a design work with cultural and aesthetic characteristics, more specifically to meet the different levels of social networks, text, pictures, video comprehensive editing. Choosing a way, choosing the main body of editing and publishing, choosing the style of editing and publishing, and designing the layout are all the tests of the editorial power of publishing. [5]At the same time, in the digital age, publishing editors are increasingly involved in the field of professional knowledge, and the requirements for editors' learning, cognitive and selection skills are also increasing. Therefore, the comprehensive editing ability of publishing editors has been put forward higher requirements, which makes the promotion of publishing and editing ability more important and urgent. This puts forward new requirements for editors based on traditional editing ability, including multi-domain

recognition and cognitive ability, analytical integration ability and innovative communication ability. [6]

(1). Multidisciplinary recognition and cognition. In the era of "Internet +" and big data, information is exploded, and publishing editors are faced with knowledge of different disciplines. In the digital age, these interdisciplinary requirements are very high. They need not only professional computer knowledge, editing and publishing expertise, but also extensive knowledge of natural sciences, humanities and social sciences. [7]This makes the editor need to have excellent multi-domain recognition and cognitive ability. It can make full use of modern information tools to search, screen and process massive information, and extract effective information accurately.

(2). Integration ability analysis. Because of the information explosion in the digital age, publishing editors need to analyze the core content and keep in line with a large number of large data publications. According to the analysis, combined with the market situation of publications and the needs of readers, it can be judged and integrated, so that the corresponding content can be published in different forms and media. The products and forms of publications are not limited to paper media, but also the form of multimedia integration. In the digital age, publishing has gone beyond the limits of geography and media, and even editors need to integrate publishing across borders. Therefore, modern editors must have strong content resources and multimedia integration capabilities. [8]The analysis of integration begins with the analysis of published content resources, including the analysis and combing of collected information sources, the integration of existing information resources of publishing organizations (enterprises), and the development of new publishing products based on this, in order to achieve effective integration and meet the new needs of readers. Through the cross-border integration of publishing content, it helps to develop products in depth and expand the face of readers to a greater extent.

3. Why the Editorial Ability of Academic Journals has not Improved Rapidly in the Digital Age

Influenced by the development trend of digitalization, most academic journals in China have been invited to enter online publishing platforms such as CNKI, Wanfang data, VIP information, and completed the process of content digitalization form access and network dissemination. However, due to the convenience of technology and the form of digitization, its form, dissemination effect and impact have not changed much. [9]With the rapid development of digital publishing technology, the plight of academic journals, especially non-core academic journals, has not been improved. The main reasons are as follows.

3.1 Lack of complex academic publishing talents

There are three basic requirements for academic publishing talents in the digital age: one is to master the knowledge of traditional editing business; the other is to quickly master emerging digital publishing technologies, such as digital processing, new media applications, network dissemination, copyright protection and power supply technology. Third, it has a profound professional background, has a certain understanding of the research field, and can grasp the research trend in this field. In fact, the quality of academic publishers is difficult to meet these basic requirements. First of all, the existing academic and digital publishing institutions are not equal. At present, most of our academic publishers are engaged in this system. [10]The traditional long-term working mode solidifies the knowledge structure and insufficient learning ability, which makes it difficult to meet the high requirements of digital publishing. Secondly, there is a deviation between the training of editors and publishers in the digital age and the market demand of compound publishers. Although the training of editors and publishers in China has been more than 30 years ago, more than 200 colleges and universities have opened editors and publisher majors in China, there are some deviations between the direction of training and the market demand for comprehensive talents. Old editors and publishing majors come from the history of literature and art, and attach great importance to the study of editing business. The rise of new editing and publishing specialty originates from the development of information technology specialty, which pays attention to the

cultivation of digital technology. Some universities adopt the mode of training compound editors and publishers by stages, but the vast majority of them have been robbed by new media with potential development potential, and the marginalized career of academic journal editors has also been robbed. It's hard to attract talents from all walks of life.

3.2 It is difficult to translate advanced technology into effective publishing capacity.

The comprehensive evaluation of publishing quality of university journals is carried out by the research group of Digital Journal publishing, mobile Journal publishing, online multimedia Journal publishing, e-commerce publishing and mobile terminal content product publishing ability. According to this standard, academic journals should have computer technology, multimedia processing technology, electronic document processing technology, database technology, retrieval technology, digital copyright protection technology and business operation ability. Most academic journals are small in scale, and it is very difficult to invest in the quantity and scale of scientific and technological forces in terms of economic and social benefits. To some extent, technology outsourcing alleviates the problem of insufficient investment in science and technology, but the technical and economic barriers between industries make it difficult for academic journals to grasp the convenience of digital publishing. In the United States, data from all walks of life has become a common and shared resource. Every link of academic publishing can publish and exchange useful information through proprietary ports. However, in our country, digital publishing technology can only realize the transformation from traditional print media journals to databases or digital journals, and it is difficult to form a service environment through academic journals to publish the entire industry chain. Digital publishing technology has matured, but it has not yet become the driving force of academic journal editors.

3.3 Insufficient resources for public academic publishing

The non-exclusiveness of academic achievements and the compensatory nature of consumption determine the semi-public product attribute of academic publishing. In the early stage of digitalization of academic publishing, many countries adopted the way of public service construction, such as the Electronic Information Exchange System (EIES) of European Public Libraries, the British Digital Journal Research Project and the Online Reading Plan. In recent years, China's academic journal publishing platform has developed rapidly. CNKI, Wanfang data, VIP information and other comprehensive databases almost all realize the networking of academic journal resources, but its high cost makes a large number of non-library users unable to use. [11]The National Digital Compound Publishing System Project, launched in 2006, will also focus on the technology, equipment, management and operation of digital publishing of periodicals. However, it is still in the research stage, and its intended promotion units also need to pass strict screening conditions. In 2011, the "Twelfth Five-Year Plan" of National Press and Publishing listed "Digital National Academic Papers Publishing Platform" as "Quality Production Project of Press and Publishing". It is suggested to establish digital academic journals covering major disciplines, establish online submission, peer review, publishing and publishing systems for various academic journals, and encourage interaction between traditional academic journals and digital academic journals. Promote the digitalization of academic journal publishing. It is believed that after the completion of the project, the current situation of the construction of public service platform for academic journals can be changed, and more public services can be provided for academic journals in the fields of online journal submission, peer review, publishing and distribution, creating favorable conditions for the development of academic journals or improving the editorial ability of academic journals. [12]

4. Enhancing the Publishing Power in the Digital Age

4.1 Expanding knowledge and material selection

As publishing editors in the digital age, we need a broader perspective. On the one hand, we

should actively accept the Publishing Reform in the digital age, actively participate in the practice of digital publishing, carefully plan the theme of characteristic publications, and actively use digital technology to produce the latest forms of publishing. On the other hand, we should actively adapt to the changes of modern information technology, carefully analyze the current situation and development trend of digital publishing, and constantly explore the form and content innovation of digital publishing. According to our publishing content, scientific positioning, making full use of existing information resources, reflecting the characteristics of publications, constantly meet the diverse needs of readers and the market.

4.2 Strengthen learning and self-renewal

The competition between the publishing industry and the market is ultimately the competition for talents. Publishing and editing is people's work, but also for the people. It produces and supplies spiritual and cultural products and services for the readers of the society. Learning ability is the key to an editor's invincibility in the digital age. Therefore, we must strengthen the concept of lifelong learning, deeply understand the rapid development of new media content production mode, and learn and master new media content production technology. Strive to complete some simple digital publishing projects, and gradually form their own editorial planning ideas and information dissemination sub-capabilities.

4.3 Promoting the innovation of publishing process

Establish a publishing process, editing, production and marketing in line with the development of the digital age. In the digital age, publishing editors have gradually broken the traditional publishing "content production, market transmission and reader access" process model and traditional experience. Therefore, as the main body of editors, editors must further emancipate their minds, actively establish and enhance their courage to innovate, and actively explore and open up on the basis of traditional publishing mode. Innovate the digital publishing model, make full use of modern digital publishing technology, actively develop new publications, and expand new channels in the digital publishing market. Efforts should be made to create publishing brand with distinctive features and distinctive personality according to market situation and reader's needs.

5. Opportunities for Publishing and Editing in the Digital Age

Although the advent of the digital age has brought many challenges, it is also a new opportunity for Industry and personal development. Especially in the important period of implementing the 13th Five-Year Plan, Chinese publishing industry practitioners need to actively respond to challenges and seize opportunities.

5.1 Good policy support and opportunities

At present, China is in a critical period of deepening reform in an all-round way and building a well-off society in an all-round way. We are changing from a cultural and publishing power to a powerful country. The Party and the state attach great importance to the publishing industry, formulate and promulgate the "13th Five-Year Plan" for the development of the press and publishing industry in accordance with the requirements of the development of the times, and put forward good policies. With the support of national development and policies, the publishing industry has a solid foundation, strong strength and steady publishing ability at the digital age. With the acceleration of the internationalization of the domestic publishing industry, China's awareness of copyright protection has gradually increased. All these provide necessary conditions and important foundation for the development of publishing and editing work in the new era, and also provide good policy support for the development of the industry and opportunities of the times.

5.2 Opportunities for transformation and upgrading

With the arrival of the era of big data, transformation and upgrading have become the inevitable choice of publishing work in the new era under the impact of the trend of "Internet +". Digital

publishing is an important development direction. When editing and screening manuscripts, editors can effectively check the contents of publications, especially whether they have been copied or published in many ways through search engines and academic misconduct search systems. The transformation and upgrading of these technologies and production methods can further improve editors' ability to adapt to the digital age.

6. Conclusion

In the digital age, the rapid development of modern information technology and Internet has brought profound changes to the environment of modern publishing industry. It has brought tremendous impact and challenges to the editing and publishing industry, and provided an important opportunity for the transformation and development of the publishing industry. As the pillar and backbone of the publishing industry, modern editors must actively adapt to the new requirements of the digital age, adhere to the strategic vision, reform ideas and open vision, and actively promote the supply structure reform of the modern editing and publishing industry in the field of editing and publishing. Their knowledge and professional editors have the advantages of constantly improving their learning ability and editing ability, so as to adapt to the development of the times, better realize their own life value and promote the development of the publishing industry. Similarly, for modern publishing companies and publishing organizations, only by constantly promoting knowledge updating and optimization, and creating a high-quality editing team, enhancing the overall editing and editing capabilities of the team, developing new forms of digital publishing, effectively enhancing our core competitiveness, better practice publishing and editing and providing more excellent publications. In order to meet people's growing spiritual and cultural needs, we should make due contributions.

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