Research on Publishing Strategies of Children's Literature Books in the Context of Media Convergence

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Abstract: In the context of media convergence, great changes have taken place in the publishing environment of children's literature books, which brings unprecedented opportunities and challenges to the publishing of children's literature books. Undoubtedly, media convergence provides new ideas for the development of children's literature publishing, and effectively promotes the development and transformation of children's literature. The content, structure and language of children's literature have changed imperceptibly, which creates a good condition for the diversified development of children's literature. However, the vague theme of children's literature and the inundation of cyber words undoubtedly reduce the reading value of children's literature and affect the promotion of children's literature. Children are the future of national development. Children's literature is an indispensable weapon to improve children's literary literacy and consolidate children's quality. Therefore, it is of great practical significance to study the publication of children's literature books in the context of media convergence, and relevant people should pay attention to it.

1. Introduction

In the context of media convergence, children's literature has changed, and the publication of children's literature books has suffered tremendous impact. The impetus of media convergence to the development and transformation of children's literature can not be ignored. Children can feel the charm of literature with the help of various media, which is conducive to the rapid improvement of children's literary attainment. Children's literary creators can make good use of media to obtain relevant creative materials and ensure their creative motivation. Because of this, the background of media convergence has produced a huge impetus to the development of children's literature and the publication of children's literature books, which is an indispensable booster for the development of children's literature in the future.

2. Media Convergence and Publication of Children's Literature Books

The concept of media convergence was proposed by Professor Pool of Massachusetts Institute of Technology in the United States. It refers to the integrated development of various media forms and functions. Media convergence is a trend of social development and a technical means to realize interconnection and exchange of different media by using network technology and computer technology. In the era of media convergence, people can use technical means to collect and collate information such as the Internet, television, film magazines, newspapers, and periodicals, and use other channels to facilitate information resource sharing and promote information exchange. Media convergence impacts the book publishing industry, changes people's demand for information production, adds new impetus to the publication of children's literature books, and creates new value for social development.

The era of media convergence has a certain impact on the publishing of children's literature books, but the integration of media and children's literature books publishing is the inevitable trend of children's literature publishing development. The reasons are as follows: Firstly, media

convergence is the result of the development needs of children's book publishing industry and technological progress. With the continuous development of modern science and technology and the infiltration of different media, once homogenization problems arise among different industries, they may be replaced by each other. As the current publishing of children's literature books belongs to the category of industrial economic research, the development of industry is constantly becoming intensive and collectivized, and the problems of combination and merger of enterprises or institutions occur from time to time, which makes the different forms of children's literature books collide and blend constantly, thus promoting the emergence of a new form of children's literature books publishing adapted to the background of media integration. Secondly, media convergence effectively improves the new competitiveness of publishing enterprises. Media convergence provides a new channel for book publishing enterprises to operate across media, expand business scope and improve economic benefits. With the help of media convergence, book publishing enterprises can effectively and rapidly improve their competitiveness, and book publishing enterprises have stronger strength, which is more conducive to promoting the development of children's literature book publishing industry. Thirdly, book media promotes the convergence of book publishing media. From the perspective of communication, books contain images, words, symbols, etc., and they also belong to the media. Compared with other mass media, book media has its own particularity, and its topic selection and planning are directly influenced by mass media. The dynamic media information and mass media resources must be fully considered in the planning of book topic selection. Mass media can even become the vane of book publishing. The continuous media development of children's literature books promotes the integration of children's literature books publishing and media to a certain extent, thus making the integration of children's literature books publishing and media development inevitable.

3. Characteristics of Children's Literature in the Context of Media Convergence

Children's literature in the context of media convergence has very distinct characteristics, but from the overall point of view, the following two points are most significant:

3.1 Diversification of Creation.

Under the traditional media, the publishing of children's literature requires high quality of creators. Every child's literature will be checked by the editors of the publishing house before it is published. The quality of children's literature publishing is higher as a whole, and the publishing difficulty is relatively greater. To a certain extent, this prevents literary writers from entering the field of children's literature creation, and the number of authors is relatively small, which will undoubtedly affect the number of children's literature publications, thus affecting the diversified development of children's literature. In the context of media convergence, the threshold of children's literature publishing is declining. Children's literature creators can promote children's literature works by means of network platform or self-media platform. Due to the lowering of the threshold of creation, the number of authors entering the field of children's literature creation has increased substantially, which not only increases the number of children's literature works, but also promotes the diversified development of children's literature creation.

3.2 Content Richness.

In the era of media convergence, children's literature creation has the characteristics of fast update, short cycle and strong informationization. In order to meet the needs of children's reading practice, many literary writers will adjust the content of children's literature creation or add some real-time information based on the actual situation. Therefore, children's literature creation can well meet the needs of reading. At the same time, in order to ensure that children's literature works conform to reality and can better resonate with readers, many children's literary creators will take into account their own life experience in literary creation and incorporate it into the process of children's literary creation reasonably and appropriately. As a result, the content of children's literature works is constantly enriched, the connotation is extended, and the scope of audience is

constantly expanded, which also has a very positive impact on promoting the publication of children's literature books.

4. Problems Affecting the Publication of Children's Literature in the Context of Media Convergence

According to the results of a survey on the potential market of children's reading in 2013, the population aged 0-14 in China has been slowly declining, but the number base of children is stable and the proportion is huge. The children's literature publishing market is very broad, as shown in Table 1. The background of media convergence has created favorable conditions for the publication and development of children's literature. As a result, the publication of children's literature has developed rapidly. However, in this process, the problems of children's literature publishing have been exposed, which not only affect the quality of children's literature, but also restrict the progress of children's literature publishing. Now it is discussed in detail:

4.1 Vague Topics.

At the current stage, the publishing of children's literature needs the help of information technology and network technology. Therefore, the creation efficiency of children's literature is greatly improved, the content of children's literature creation that can be referred to is constantly increasing, and children's literature works are constantly diversified. However, it is difficult to effectively control the quality of children's literature works. Because of this, the quality of children's literature works in the publishing industry of children's literature is uneven, and the problem of mixing good and bad together is serious, which has a certain impact on the healthy development of children's literature and children's literature publishing. Driven by interests, some children's literature publishing institutions have abandoned many principles and concepts of children's literature creation in order to increase the attention of children's literature works. Violence, pornography and other contents frequently appear in children's literature works. Children's growth and development are not sound enough, so they do not have strong ability to judge right and wrong. The content of children's literature works will have a negative impact on children, and even seriously affect the construction of children's " three outlooks" . At the same time, in order to realize the innovation of children's literature creation, some writers of children's literature may introduce adult content into the process of children's literature creation, which will lead to the problem of adult thinking in children's books, and is not conducive to children's construction of a correct world outlook.

4.2 Over-Catering to the Trend.

The most important significance of the existence of children's literature is to enlighten children. Children's literature works are an important part of book publications in the book publishing market. Children's literature books serve children, but since parents should pay attention to children's growth, parents will also be the audience of children's literature publications. Many factors lead to the widening of the children's literature market, and some children's books publishing institutions are difficult to uphold their original intention, which leads to the continuous commercial development of the children's literature market. A large number of fast food culture has therefore appeared in many children's literature works. With the continuous weakening of educational value and the one-stop promotion of creation and sales, a large number of star writers have emerged. The content convergence of children's literature is becoming more and more serious, which is not only not conducive to the development of child-orientation creative ideas, but also is not conducive to the improvement of children's literature works.

4.3 Cyber Words Inundation.

With the continuous development of network technology, various instant messaging tools have emerged, accompanied by a large number of cyber words. The emergence of endless cyber words has a great impact on children's literature. In order to cater to the market, some writers of children's

literature use a lot of cyber words in the process of children's literature creation. Although the use of cyber words has certain advantages, such as making language expression more lively, vivid and image. However, the use of cyber words has also brought some problems to children's literature. Cyber words are not mature enough, voice and sentence structure are not standardized enough, and even there may be some problems. When the children's literature works with problems are transmitted to the developing children, it will not only affect the children's literary connotation, but also have a negative impact on their subsequent language expression.

4.4 The Rise of Fragmentation Reading.

Media convergence has changed the way children read and the quality of children's reading, resulting in the rise of fragmentation reading. Fragmentation reading can help children quickly access to relevant book information, but it can also change children's reading habits and make them more willing to accept fast food works. In the long run, it will not only affect children's literary aesthetics, but also reduce their independent thinking ability and affect their sustainable development.

4.5 Lack of Family Guidance.

Children are young and it is difficult for them to understand and recognize things correctly, so they know little about the books when they choose and purchase children's literature books. At the same time, in the context of media convergence, various kinds of children's literature works may contain a lot of content that is not suitable for children's reading. If we fail to guide children to read, it will inevitably have a negative impact on children's subsequent development. However, as far as the actual situation is concerned at this stage, many parents have not fully realized the above situation, so they have not carried out family guidance in time, which to some extent indulges the creation of children's literature writers, and to some extent affects the publication of children's literature works, making the development of children's literature lack the necessary constraints.

Table 1 Potential market survey of children's reading from 2008 to 2012

Year	Total population	Number of children	Proportion
2008	1.328 billion	252 million	18.98%
2009	1.335 billion	247 million	18.50%
2010	1.341 billion	223 million	16.63%
2011	1.347billion	222 million	16.48%
2012	1.354 billion	223 million	16.47%

5. Publishing Strategies of Children's Literature Books in the Context of Media Integration

5.1 Strictly Controlling the Quality of Children's Literature Works.

Children's literature works can have a very positive impact on children's development, such as helping children establish correct values, helping children to consolidate the literary foundation, etc. Children's literary works are indispensable in the process of children's growth. Therefore, when publishing children's literature works, relevant personnel and institutions must strictly control the quality of children's literature. First of all, they should actively build a sound review system, improve the quality threshold of children's literature works, actively contact the education department to organize a review team, and verify whether there is content unsuitable for children in children's literature works. Secondly, they should actively set up literary federations to strengthen the examination of online children's literary works. They should take into account the spirit of the times and the aesthetic spirit of children's literature works, and eliminate the problematic children's literature works in time to ensure the healthy and benign development of children's literature.

5.2 Grading Children's Literature Works.

Children's literature works span a wide range of audiences. In order to ensure that children of

different ages can benefit from these works and to maximize literary quality and literary connotation, relevant departments should actively construct grading standards for children's literature and classify children's literature as infant literature, childhood literature and adult literature. In this way, it can not only meet the reading needs of different readers, but also ensure the quality of children's reading, thus creating good conditions for the publication of children's literature.

5.3 Strengthening Copyright Protection of Children's Literature Writers.

At present, the protection of the copyright of children's literary creators should be strengthened, the relevant laws and regulations should be formulated, the infringement of copyright should be severely punished, and the legitimate rights and interests of children's literary writers should be guaranteed, so as to enhance writers' creative passion and ensure that the authors should be able to devote themselves wholeheartedly to the creative process of children's literature works, thus providing high-quality literature works for the publication of children's literature books.

5.4 Standardizing the Terms of Children's Literature Works.

The current creation of children's literature works should be standardized, the use of cyber words should be standardized, the ideas and attitudes of children's literary writers should be corrected, so as to ensure that they can clarify the significance of children's literary creation in children's development, and then avoid using cyber words independently and consciously, so as to improve the literary connotation of children's literature works.

5.5 Optimizing Family Guidance.

The family guidance work should be promoted, so as to ensure that parents can understand the children's literature books on the market based on the actual situation of children, guide children's reading, promote children to form correct life values, and gradually develop good reading habits.

6. Conclusions

To sum up, the background of media convergence has created favorable conditions for the publication of children's literature books and the dissemination of children's literature, which is conducive to enriching children's literary vision and activating children's literary thinking, so as to promote the development of children's quality in an all-round way. However, in the context of media convergence, there are some problems in children's literature. The inundation of cyber words and overcatering to the trend weaken the value attributes of children's literature. Therefore, the publication of children's literature books has also suffered a certain impact. In order to ensure that the publishing of children's literature books truly serves the children, the relevant parties should deeply study the characteristics of children's literature in the era of media convergence, and design strategies from the perspective of children's literature development, so as to standardize the publishing of children's literature books and ensure the value of children's literature books.

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