

## Reconsideration of Editing and Publishing Modernization

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**Abstract.** Editing and publishing modernization is based on the modernization of society, various elements and various links of a comprehensive and complex process of change, is a dynamic, continuous development of the concept. Only by having a correct understanding and grasp of the connotation of the concept of editing and publishing modernization, and cleaning up the relationship between the subject of editing and publishing, the object of editing and publishing, the technical means and the management of editorial and publishing, can we ensure that the modernization of editing and publishing develops in the right direction.

### Introduction

With the continuous progress of science and technology, all aspects of social life are facing tremendous changes, especially in recent years, the use and popularization of network information technology, so that all walks of life have said goodbye to the traditional production and management model, towards a more convenient, more efficient, more humane direction of development. editing and publishing as the bearer and communicator of social civilization, but also unapologetic farewell to the past "lead and Fire", ushered in the current "light and electricity", and the pace of the Times continue to develop, editing and publishing modernization is in this process put forward the requirements of the editorial and publishing industry and the direction of development. However, the understanding of editing and publishing modernization-that is, what is the modernization of editorial publishing, how to realize the modernization of editorial publishing-people's understanding is not the same, there are many biases, so in the process of the implementation of editorial and publishing modernization there are some corresponding problems, this paper tries to discuss several cognitive problems in the process of editing and publishing modernization. To seek advice from fellow experts.

Editing and publishing modernization is a dynamic process in which editors and publishers continuously apply the most advanced science and technology and management concepts to the field of editing and publishing, and make the object of editing and publishing, so as to continuously improve the technical level of editing and publishing. Therefore, the modernization of editors and publishing subjects, the modernization of editorial and publishing objects, the modernization of editing and publishing technology and the modernization of editing and publishing management should be a related whole. And the process of editing and publishing modernization is to make these four aspects continue to develop and adapt to the needs of social development process. However, in the concrete operation process, due to the theoretical insufficiency of some people and the deviation of cognition, the simplification of the modern understanding of editing and publishing and the homogenization of implementation have seriously affected the process of editing and publishing modernization.

### The Modernization of the Subject of Editing and Publishing is not Equal to the Automation of the Office of Editing and Publishing

The modernization of editing and publishing is essentially the modernization of the subject of editorial and publishing. In the editing practice, the subject of editing and publishing is always in the active position when selecting and processing its object, specifically, the process of information selection, storage and processing of the object by the subject of editing and publishing is always

carried out consciously and autonomously in order to realize the behavior purpose of the subject of editing and publishing. Therefore, the modernization of editorial publishing is essentially the modernization of the subject of editorial and publishing.

"What is the subject of editing and publishing? Simply put, the subject of editing and publishing is the worker who is engaged in editing and publishing labor in the practice of editing and publishing. It refers not only to the editor and publisher as an individual, but also to the editorial and publishing laborers who exist as a group under a certain organizational form. The modernization of the subject of editing and publishing refers to the process of changing the subject consciousness, personality quality and editing and publishing means of editors and publishers from tradition to modernity in the practice of editing and publishing. This process is mainly embodied in the efforts of editors and publishers to adapt their personality, cultural knowledge and working means to the development requirements of editorial modernization, thus promoting the modernization of editorial publishing [1]. It not only requires editors and publishers to realize the transformation of modernization on the way of work (that is, the means of editing and publishing), but also to make the subject of editorial and publishing in the direction of subject consciousness, personality quality and so on to develop towards modernization.

The automation of the main office of editing and publishing refers to the human-computer information processing system which is composed of people and technical equipment to edit and publish the purpose of editing and publishing business by using advanced science and technology to make part of the editing and publishing activities materialized in various modern office equipment other than people. It mainly emphasizes the working mode of the editing and publishing subject, which can be realized by the editorial and publishing department in a short period of time. As a result, some editorial and publishing departments or units spend a lot of human and material resources, for each of the editors and publishers are equipped with computers, the relevant departments also held a variety of training courses, so that their editorial and publishing subject basically realized the automation of the office, so they chanted that they achieved the modernization of editorial and publishing. I do not know if they just put the past handmade dumplings into machine dumplings, skin or that skin, stuffing or that stuffing, imagine such a change can be more delicious dumplings than before? The automation of the main office of Editors and publishers is only a small part of the modernization of editors and publishers. In the process of editing and publishing modernization, even with the most advanced modern editing means and management system, if the subject manipulating its use lacks a modern psychological basis that can give these systems real vitality, if the people who implement and apply these modern technologies and modern systems themselves have not yet been psychologically, mentally, Attitudes and behaviors go through a shift to modernization, then failure and deformity are inevitable. "Perfect modern system and management, and then advanced technology, will also be in the hands of a group of traditional people into a pile of waste paper" [2]. Therefore, we must not be the editor of the main body of the modernization of the simple think is the editor and publication of the main office automation.

### **The Modernization of Editorial and Publishing Objects is not Equal to the Electronic Version of Paper Editing Publications**

Editing and publishing object is the object of editing and publishing subject in the process of editing and publishing, and it is the bear of the behavior of the subject force in the process of editing and publishing, which includes the labor objects in each stage of the editing and publication, that is, the labor products at each stage in the process from the author's manuscript to the editing and publishing department to the publication of The final result of the editing and publishing object is the publication, but we cannot simply say that the object of editing and publishing is an editorial publication, and the concept of editing the object of publication contains an editorial publication on the extension, and editing a publication is only the manifestation of the object of editing and publishing in the last stage.

The modernization of the object of editing and publishing refers to the content, form and storage status of the labor products provided at each stage of the editing and publishing for the next stage in

order to meet the requirements of the next stage, so that a publication that meets the requirements of modernization can finally be produced, This includes, of course, this stage of the author's submission of manuscripts to the editorial and publishing department and the stage at which the editorial and publishing Department provides publications to the reader. Therefore, the modernization of the object of editing and publishing requires that from the beginning of the manuscript provided by the author to the final finished product of the publication, each stage in the content, form, storage state should have a unified requirements, each stage of labor should be the final production of modern publications of the target services. In order to realize the modernization of the object of editing and publishing, it is necessary to require the object of editing and publishing at each stage to be in line with this requirement in terms of content, form, carrier, etc., and the departments of editing and publishing can not work in silos, they must have unified managers, and they should make clear requirements for each stage in advance. Try to ensure that the object of editing and publishing at each stage is in a highly unified state.

With the development of science and technology, the situation of paper publications dominating the world has been broken, and all kinds of electronic publications have penetrated into every corner of our lives like air. Some publishers in order to attract readers, in their original paper publications on the basis of the introduction of electronic version, that is, their paper publications through a certain amount of technology copied to the computer, and the use of the network on the computer screen presented to the reader, readers only pay a small fee can read. This form, to a certain extent, saves the time of the publication circulation process, but also provides some convenience for the reader's reading, but it only changes in the carrier and form of the original publication, in a strict sense it is not even a real electronic publication, it is only a by-product of paper publications. The change from paper to electronic version is only the change of the form of editing publication, it can not replace the whole content of editing and publishing object modernization, we can not think of paper publications into electronic version is to realize the modernization of publications, and then said to achieve the modernization of the object of editorial and publishing. The reason for this misconception is that the content and requirements of the modernization of editorial and publishing objects have not been correctly understood, and the practical activities of editing and publishing modernization have not been guided by the correct theory. Therefore, to understand the content and requirements of the modernization of the object of editing and publishing, and then to use scientific theory to guide its practical activities has become the key in the process of the modernization of editorial and publishing objects.

### **Modernization of the Technical Means of Editing and Publishing is not Equivalent to the Computerization of the Editorial and Publishing Process**

The modernization of the technical means of editing and publishing is first manifested in the application of modern publishing technology. Since the the Seventies or eighties of the 20th century, due to the wide application of computer technology in editorial and publishing, as well as the development of optical fiber satellite communication technology, it has made the most profound revolution in the history of editing and publishing occurred, thus forming a wonderful landscape in which authors, editors, publishers, printers, publishers and readers are closely linked to computers. The author writes with the computer, the submission use the network, the editor on the screen review, the editing processing and the proofreading, the printing factory uses the laser sample plate printing, the distribution relies on the computer network advertisement and the subscription. Readers of reading in addition to paper-based publications, there are multimedia discs, networks and many other media [4]. The modernization of the technical means of editing and publishing is a process of change that integrates writing, picking, compiling, judging and reading as one.

Modern editing and publishing technology contains at least three aspects: desktop publishing Technology, multimedia technology and network publishing technology. Desktop publishing technology refers to the editing and publishing work in the editing, design, typesetting, proofreading, film and other work at the same time by a person on the table to complete, editing and processing are carried out on the computer screen, editorial unity, and at the same time by the editor to complete the

layout design and layout combination. The adoption of the publishing technology on the table has greatly broken through the limitation of the traditional editing and publishing typesetting work, expanded the arrangement means, and enriched the expression of text and images. Multimedia technology is a technology that uses computer to treat all kinds of human communication expressions (mathematics, text, sound, graphics, images, etc.) synthetically (including storage, transmission). It has three distinct features: integration, interactivity, and digitalization. Network Publishing is a brand-new way of publishing that uses computer and communication technology to transmit information on the basis of "computer network" [5]. Its characteristics are three: the convenience of transmission, the simplicity of search and the timeliness of feedback. In these technologies, computers are undoubtedly a very important hardware factor, but it can not be said that the use of computers will certainly be able to implement these technologies. The application of these technologies needs the combination of computer, network, database and so on, and is in a highly unified state in every link, therefore, we must not simply think that the modernization of editing and publishing technology means is the computerization of the editing and publishing process.

From the microscopic point of view, the application of computers in all walks of life is now a common thing, and the computer is only a platform to enable a variety of technologies to play, it can only be combined with the corresponding software to truly achieve computerization. Take the editing and publishing industry, the corresponding software is really diverse, commonly used text processing has word, jinshan Chinese character processing, tables commonly used in Excel, picture editing software has Photoshop, Jinshan painting King, as well as professional layout editing software such as Fangzheng Feiteng, other audio, video, images, Animation editing software is also numerous, even if the same software will have different versions. Therefore, the issue of compatibility is particularly important in the process of modern editing and publishing. We not only have to use computers, but also to ensure that the results we have obtained by modern means can be used by others, others can also be used for me, the real realization of resource sharing, which is also on the basis of computerization of our editorial and publishing technology put forward higher requirements. From this level, the modernization of the technical means of editing and publishing is not equivalent to the computerization of the editing and publishing process.

Editing and publishing modernization is not a static goal, but a dynamic process, with the development of society, it will continue to change, so we are required to edit and publish practitioners to establish the times, lifelong learning, stop at ideas. The modernization of the subject of editing and publishing is the key to the modernization of editing and publishing, the modernization of editing and publishing object is the result of the modernization of editing and publishing, the modernization of editing and publishing technology is the premise and support of the modernization of editing and publishing, and the modernization of editing and publishing management is the guarantee of the modernization of editing and publishing. So that it can develop together, in the editing and publishing modernization of the road we will be smooth sailing.

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