

## New Requirements for Journal Editors in Digital Publishing

Zuowei Zhao

Institute of Media, Inner Mongolia University for Nationalities, Inner Mongolia, 028200 China

Email: 190214517@qq.com

**Keywords:** digital publishing, journal editing, competency requirements

**Abstract:** In the 21st century, with the continuous advancement of science and technology, the rapid development of network and digital technology has brought about tremendous changes in the traditional publishing industry, and digital publishing has become normalization. Digital technology has now penetrated into all aspects of our society, and digital publishing has become the trend and future direction of the world publishing industry. The development of digital technology has brought enormous challenges to the traditional paper publishing industry.

Faced with the new environmental impact brought by digital publishing, the reform of the journal editorial department is imminent. The integration of traditional publishing and digital publishing is the trend of the times. Academic journal editors should also think about transformation and development. Digital publishing has set new requirements for journal editors.

### I. The impact of digital technology on the traditional publishing industry

As a cultural production mode in which human civilization can be passed down and extended, traditional publishing is facing the impact of digital technology. On the one hand, digital technology has brought rare development space for traditional publishing, and on the other hand, it has brought to China's publishing industry. Huge challenge. Digital technology is the development of network transmission technology and communication technology to a certain extent, and is transmitted in binary code format of 0 and 1. Digital publishing refers to the publishing activities that rely on traditionally published content resources and transform and disseminate them with digital technology. It applies digital technology to the entire publishing activity and process, and digitizes the content of the published content and the transmission of the publication. A new type of publishing method, which relies on computer technology, breaks through the limitations of traditional publishing methods such as unidirectionality and single audience, and broadens the connotation of publishing.

Digital technology has now penetrated into all aspects of our society, and digital publishing has become the trend and future direction of the world publishing industry. Under the background of digital publishing as the main force to promote publishing reform and transformation, academic journals should also follow the path of marketization. They should not follow the old-fashioned and self-styled rules. They must move closer to new technologies and digitalization and participate in the wave of digital publishing reform.

Digital publishing has changed the traditional publishing environment and reshaped the ecology of China's publishing industry. The survival and development environment of publishing institutions has become increasingly severe. The development of digital technology has brought enormous challenges to the traditional paper publishing industry. According to relevant information, the sales volume of paper books and the circulation of journals in China have been declining year by year, and the new media relying on the Internet has diverted a large part of the potential purchasing power. In addition, digital technology challenges traditional publishing in terms of workflow, talent capabilities, marketing tools, and copyright protection.

As a big country with mature digital technology, the e-book market in the United States is relatively mature. The digital product promotion practices of Kindle and Sony have made the American traditional publishing industry and readers full of confidence in digital publishing books. More than 90% of publishing companies or organizations in the United States have launched e-book

business. Digital publishing makes on-demand printing quite popular in the United States, which makes paper books resources waste little and is beneficial to the human environment.

Compared with western developed countries, China's digital publishing industry is in the ascendant. The profound influence of digital technology on China's publishing industry is reflected in all aspects of the publishing industry chain, from e-reading terminals, digital product consumer users to network platform operations, digital copyright protection and author resources. At present, netizens are promoting the rapid development of the digital publishing industry based on the digital reading habits of social media and the ever-evolving and innovative digital publications. Digital publishing has already had a major impact on the traditional publishing industry and has attracted the attention of all sectors of society.

Digital publishing should pay special attention to service awareness. In the era of "Internet +", the principle of customer supremacy still applies, and it will be more valued by Internet companies. When publishing companies carry out digital exploration, they must focus on creating a user that is simple, convenient and user-friendly. The service platform gradually cultivates the user's viscosity and loyalty through personalized service, laying the foundation for the long-term development of the company. Google's personalized service model caters to the reading habits of Internet users and provides users with accurate content to meet the needs of readers.

At present, digitalization is affecting all walks of life in our society. Publishing companies should recognize the development trend of the media, recognize the extreme importance of digitalization for the publishing industry, fully understand the advantages of digital publishing, and actively grasp the direction of digital informationization. Practice, dare to take responsibility, explore a digital publishing business path that suits China's national conditions, so that it can be invincible in the future development of the information age.

## **II. The dilemma faced by academic journals in the digital environment**

As an important part of the publishing industry, academic journals face the new requirements of digital publishing, such as concepts, systems, technologies and marketing. In the face of the new environmental impact brought by digital publishing, the reform of the journal editorial department is imminent. The integration of traditional publishing and digital publishing has become the trend of the times. Academic journal editors should also think about transformation and development.

In the digital publishing environment, journal editorial work has undergone new changes. In the process of digital publishing transformation, academic journals are undergoing tremendous changes in terms of publishing content innovation, data management, publishing product form, communication methods, and marketing methods. This requires traditional academic journal editors to adapt to the development needs of the new digital publishing situation. , constantly change the working concept, innovate the way of working, and change the editorial role.

In the processing of journal content, digital publishing can greatly shorten the publishing process and cycle, and improve the timeliness of journals. Journal editors can judge the innovation and practicality of the submitted articles through the network retrieval system and the big data resource library. At the same time, digital publishing also broadens the means and channels for submission, speeds up the review of manuscripts, and improves the quality of journal services. Strengthened communication and contact between journal editors and authors.

### **A. Digital technology promotion**

Science and technology is a powerful driving force for the development of any industry. Under the impetus of digitalization and network technology, China's publishing industry is faced with the reality of business transformation and development transition. The publishing content and communication methods need to be realized by means of computer and network technology. The development space of paper journals is becoming increasingly narrow, and digitalization has become the mainstream form of the publishing industry. It has become an unavoidable direction for the future development of academic journals.

## **B. Audience demand driven**

The social development and the cultural needs of the audience are the driving force of the publishing industry. Under the background of mobilization and digitization of all walks of life in the whole society, the demand for digital publications by the current young people-oriented audience has far exceeded the traditional paper publications. The huge transformation of this cultural demand will lead to revolutionary changes in China's publishing industry. Various forms of publishing, such as online publishing, mobile publishing, and social media micro-publishing, will meet the different needs of modern people.

## **III. The requirements of digital publishing for journal editors**

In the era of digital publishing, journal editors need to continuously improve their own abilities, transform their own concepts, correctly understand the development direction of the publishing industry, and keep up with the pace of the digital age in order to adapt to the development of the publishing industry in the new era. . Specifically, in addition to the political literacy and business literacy that journal editors should possess in the traditional publishing era, in the era of digital publishing, the following should also focus on the following capabilities.

### **A. Having the ability to identify information**

Information awareness is one of the basic competencies that editors must possess. It refers to the comprehensive ability of editors to collect mine, organize and disseminate information. Journal editors only have a certain amount of information awareness in order to accurately screen information in the editing work. The ability of journal editors in the traditional publishing era to excavate and distinguish information in the process of selecting topics and organizing drafts has not been partially applied under the conditions of digital publishing. In the era of digital publishing, information dissemination channels are diverse, information content is complex, and information data is large. In this era of information explosion, journal editors should be more capable of information identification, mining useful information in vast amounts of information, and selecting information that is appropriate for the real needs of publications and readers.

### **B. Having basic network technology application capabilities**

The popularity of digital and network technologies has led to the development of editorial publishing in a paperless office. In the context of digital publishing, journal editors need to have basic network and computer application capabilities and technologies. In the editing process of manuscript registration, review, processing and proofreading, electronic processing methods are used in the digital transformation, dissemination and marketing of publications. This can effectively improve the efficiency of editing work and reduce the labor intensity of journal editing work.

Journal editors should also improve the integration of digital resources, and extend a single content to different carriers, such as digital processing of paper journal content, to network and mobile media; according to big data analysis and integration, the same or similar Integrate the planning of the topic; transform the same content into different media carriers, and dig deep into the content resources, and publish them in different carriers to meet the needs of different audiences.

### **C. Having a sense of service in a digital publishing environment**

In the era of digital publishing, the traditional one-way information flow has turned into a two-way interactive information flow, and journal editors have changed from traditional publishing printers to digital content server roles. Digital technology creates a bridge for rapid communication between journal editors and readers and authors, and speeds up the dissemination of information. This requires journal editors to have a certain sense of service, pay attention to the development of various disciplines related to journals in their daily work, and use the web submission platform. Speed up the editor's connection with the author, always pay attention to social hotspots and meet the needs of readers.

#### **D. Having the ability of network publishing and network marketing**

Digital publishing has changed the way of publications in the traditional publishing era. The reading habits of audiences have also shifted from paper reading to mobile, digital and electronic reading. The consumer groups of paper journals are shrinking, and the number of digital journals is gradually increasing. The publishing marketing model has been unable to adapt to the new digital media environment. In the era of traditional publishing, editing is only the “gatekeeper” of content, and it is only responsible for editing content. However, in the digital media era, one-way communication is transformed into two-way interactive communication, and the audience can actively select information. Journal editors must be aware of this phenomenon and take the initiative. Change and choose and control the publishing content according to the needs of the audience, from simple information provision to comprehensive information service. Therefore, having network publishing and network marketing capabilities is a new requirement for digital publishing to journal editors.

#### **E. Having a digital copyright protection awareness**

Digital publishing facilitates public reading, but the digital product's easy-to-copy and reprint features also facilitate the infringement and piracy, making copyright protection more difficult. China has not yet issued laws and regulations related to digital publishing copyright protection, and there is no clear definition of the reasonable use of digital publications. Due to its diversified content and wide dissemination, digital publishing has made the publication owners and works inextricably linked. The invisibility of online behavior makes the infringement of digital publications difficult to detect, and the difficulty of digital copyright protection is increasing. This requires editors and publishers. It is necessary to have a sense of network copyright protection, learn from the experience of digital copyright protection in the country, master the technology related to digital copyright protection, and take effective measures to prevent piracy and infringement.

#### **Acknowledgements**

This work has been supported by Education and Teaching Project in Thirteenth Five-Year Plan of 2019 in Inner Mongolia of China Fund ”Research on Education Reform of Journalism Specialty Driven by Digital Technology in the Age of Convergence Media”

#### **References:**

- [1] Shi Honglei. The editing function, working mode change and self-adjustment strategy of sci-tech periodicals from the perspective of digital publishing [J]. Science and Technology Communication, 2017 (3).
- [2] Song Xianshan. Reflections on the Transformation of Academic Journal Editors in the Digital Publishing Age[J].Journal of Suzhou Institute of Education,2015(5).
- [3] Wang Shuzhen.The Role Change and Ability Improvement of Journal Editors in the Context of Digital Publishing[J].Journal of Changsha University,2013(6).
- [4] Liu Yuzhu. New Reflections on the Transformation and Turning Point of China's Digital Publishing Industry[J]. Publishing Wide Angle, 2016(23).
- [5] Tang Tiantian, Li Hui. Analysis of the Reform and Dilemma in the Mobile Transformation of Digital Publishing——Based on the Status Quo of the Development of Mobile Book Publishing[J]. Publishing Wide Angle, 2016(23).