

Path Analysis of the Cultivation of Digital Publishing Talents in the Age of "Internet +"

Zuowei Zhao

Institute of Media

Inner Mongolia University for Nationalities

Inner Mongolia, 028200 China

Email: 190214517@qq.com

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Abstract: The "Internet +" action plan proposed in 2015 has profoundly affected China's current digital publishing industry, and also put forward new requirements for the cultivation of digital publishing talents in China in the new era. This paper analyzes and analyzes this problem, and tries to give a training path for new digital publishing talents.

I. Introduction

"Internet +" is a new concept that has emerged in recent years. In March 2015, Pony Ma, the NPC deputy and chairman and CEO of Tencent's controlling board of directors, put forward the "Internet +" vision in the proposal submitted to the conference. "Internet +" refers to the use of the Internet platform, information and communication technology to combine the Internet and various industries, including traditional industries, to create a new ecosystem in the new field. Pony Ma believes that in the digital context, more and more connections have begun between different industries and regional ecology. They may no longer be separated from the fragmentation caused by factors such as industry and geography, and they will be closely intertwined to create a rich space for innovation in the cross-border areas, thus forming a 'digital ecological community'. This new economic form will deeply integrate the innovations based on the Internet into all areas of economic and social development, with the aim of enhancing the innovation and productivity of the real economy to form a new form of economic development based on the Internet.

"Internet +" reflects an Internet thinking and provides technical support and network platform for the reform, innovation and development of various fields of China's economy and society. "Internet +" is not simply adding the Internet to various industries, but to make the Internet integrate with all walks of life and create new values and social wealth. One of the characteristics is that the Internet plays an important role in the allocation of social resources. Social innovation and productivity.

The new "Internet +" format and digital publishing have brought new challenges and opportunities to China's publishing industry. From publishing content to publishing planning and publishing operations, China's publishing industry is experiencing an unprecedented transformation and upgrading to cater to digital publishing and the new "Internet +" situation. With the continuous development of digital technology and network technology, China has gradually entered the era of electronic and networked reading. The traditional methods of publishing, printing and distribution have encountered great challenges and are gradually being replaced by electronic, digital publishing, online distribution, and electronic. Reading and other emerging methods of information production and dissemination have severely impacted the traditional publishing industry. In addition, the "Internet +" era is changing the operating mode of China's traditional publishing, which has given birth to a new industrial chain for China's publishing industry. The business model, business philosophy and publishing model of traditional publishing institutions also face many challenges. They need to face difficulties, reform and innovation, adapt to the new situation, and seek new breakthroughs.

II. The Digital Publishing Drive Publishing Industry Transformation and Upgrading

Digital publishing is accompanied by the development of the Internet 1.0 era. It is a new form of publishing that uses digital technology to process content and spread it through electronic technology and Internet technology. It is characterized by the digitization of content and product form, the digitization of the publishing process, and the multimediaization of the communication channel network.

In the past ten years of development, China's digital publishing has shown a good development trend and has become the second largest industry in China's news and publishing industry. It accelerates transformation and upgrading, structural adjustment, quality improvement and industry for the news and publishing industry. Integrated development has played an important role. With the strong drive of information technology such as "Internet +" and big data to the publishing industry, China's digital publishing industry will have a bright future. Digital publishing is quite different from traditional paper publishing in terms of technical form, publishing form, and process. This puts higher demands on the training of digital publishing talents.

For a period of time, under the wave of "digital transformation" in the publishing industry, the talent training in the publishing industry driven by digital publishing has once been misunderstood. Some publishing organizations are sighing at the digital wave, which has a huge impact on traditional paper publishing. Pessimistically believe that the paper media is very fast. Towards the demise, they have called on employees to adapt to digital as soon as possible. However, it must be acknowledged that digital reading products also have certain defects, and in recent years, the actual application development is not a good one. Digital publishing does not abandon paper-based publications, but rather integrates with paper publishing products. Actively exploring the content of publishing suitable for digital media is the right way for digital publishing.

III. The New Requirements For the Cultivation of Publishing Talents in The "Internet +" Era

At the moment, the Chinese publishing industry is in the midst of a transition from traditional paper-based publishing to digital publishing. The driving force for the development of any industry is talents. Under the "Internet +" era, China's publishing industry needs deep transformation and adjustment to meet the requirements of the times. This also sets new requirements for the cultivation of talents in the new era.

Specifically, the current publishing industry needs the following talents:

A. Have Internet thinking and innovative thinking that keeps pace with the times

Internet thinking is to point out that practitioners should have a way of thinking in the publishing industry by using Internet, big data, cloud computing and other scientific and technological means, break away from traditional publishing concepts, combine Internet traits with publishing essential attributes, and use modern Internet. Various technical means lead the publishing industry. Publishing practitioners must have reader-oriented thinking, platform sharing thinking and cross-border integration development thinking.

"Internet +" requires the Internet to integrate with the production factors of the traditional industry, and the most important one is the transformation of people's Internet concept and the improvement of comprehensive quality. Cross-border innovation consciousness and network thinking will be particularly important. The close integration of "Internet +" and digital publishing, which is characterized by innovation drive, requires publishing talents to have unique and innovative thinking. On the basis of traditional publishing knowledge, publishing practitioners should make use of creative editing methods and digital marketing to increase the added value of digital publishing products.

B. Interdisciplinary knowledge structure system

One of the characteristics of "Internet +" is cross-border integration, which requires the publishing industry to have an interdisciplinary knowledge structure system. This system should focus on publishing culture and publishing expertise, and also have basic knowledge of humanities and social sciences and network technology. And new media knowledge and multidisciplinary professional basics.

In addition, the basic knowledge of humanities and social sciences of publishing practitioners is still important in the era of digital publishing. With extensive humanities and social science knowledge and solid literary skills, publishing editors can identify and screen published content. Network technology and new media knowledge are new requirements for digital publishing in the era of "Internet +" to the comprehensive ability of publishing practitioners. Editors and publishers must have new knowledge in using Internet devices, software, and Internet marketing and digital editing.

C. Ability to implement digital standards and develop and operate digital platforms

At present, digital publishing talents should effectively use the existing publishing content resources and establish a digital publishing editing platform. When the traditional paper book content is digitally transformed, on the basis of improving the quality of traditional editing and editing, the editors and publishers will be transformed into digital publishing. Research and develop digital publishing standards, workflows and digital publishing editing platforms that meet the requirements of publishing companies.

This platform not only requires the conversion of book documents into digitization, but also requires data to achieve certain accuracy in terms of exchange, transmission, retrieval and so on.

D. Have the ability to make good use of big data

An important feature of "Internet Plus" is the integration of big data applications. Publishing editors need to learn to use the basic skills of big data, and the ability to analyze, organize, and use big data is critical to the current publishing industry. At present, some online bookstores and research institutions in China have established corresponding databases to provide data on sales of related publications, best-selling regions, annual and monthly best-selling lists, and data analysis for various types of publications and distribution channels. Institutional decision making provides data support.

IV. The Path Analysis of Publishing Talents in the Era of "Internet +"

In the context of "Internet +", the publishing industry in China has seen an increase in the demand for various types of compound talents. The talent dilemma faced by China's publishing industry is mainly: the existing publishing practitioners do not fully grasp the Internet technology, and the Internet talents are not familiar with the publishing industry knowledge, resulting in the extreme lack of composite publishing talents that meet the requirements of the times, affecting the reform of the publishing industry and Innovation.

A. Update the concept of new publishing talent education

In the new media era, it is necessary to establish a talent education concept of media editing, interdisciplinary culture and multimedia editing. The editor of the media is pointing out that the practitioners should be proficient in the use of traditional media and new media technologies for content editing and dissemination. Interdisciplinary culture points out that the version of the editor should have a broad field of vision, a profound cultural background and a broad cultural vision.

B. Optimize the new publishing teacher team

Teachers are the leading force in the implementation of education. The training of digital publishing talents in the era of "Internet +" is the update of the digital publishing teachers. Only when teachers update their educational concepts and think that the publishing industry is included in the context of the "Internet Plus" era will advanced teaching concepts be taught to students. It is

necessary to absorb overseas scholars or returnees from international famous universities with backgrounds in digital publishing, internet, multimedia, etc., and integrate the world's advanced publishing concepts into the teaching classroom. At the same time, it is necessary to speed up the learning and updating of teachers' Internet hardware and software knowledge, and employ practitioners with advanced experience in the industry to provide relevant training and lectures to university teachers, thus optimizing the digital publishing teachers in China.

C. Accelerate the construction of national digital publishing bases

As an applied subject, digital publishing, in the context of "Internet +", the composite publishing talents are difficult to meet the needs of the industry only by the cultivation of colleges and universities, and must play the role of talent training in the industry publishing group. At present, several national digital publishing bases in China are accelerating the training of digital publishing talents, taking advantage of the integration of production, education and research, publishing group to take advantage of publishing practice, and effectively complementing the status quo of theoretical professors in colleges and universities, and truly playing the role of digital publishing companies. The role of talent cultivation.

D. Establish a user-centric service system

The "Internet +" era pays more attention to the experience and feelings of Internet users. "User-centered" has become a new target orientation in various industries. Therefore, in the talent training of the publishing industry, students are required to cultivate a user-centered service concept and establish User-centric service system. Students should be trained to use Internet thinking to find problems and solve problems, fully mobilize students' enthusiasm for knowledge and innovation, and guide students to recognize the media environment facing the publishing industry, and make them aware of the new requirements of the "Internet +" era for the industry.

5. Adhere to the market-oriented training model

The digital publishing of the "Internet +" era is widely infiltrating into all walks of life in the society. The cultivation of publishing talents should be market-oriented, with the background of the times as the background, fully recognizing the important role of the market in the field of digital publishing. The cultivation of publishing talents, all aspects of teaching in colleges and universities, such as teaching arrangements, training plans, graduation thesis, in-school and out-of-school internships, must be market-oriented, closely link the teaching in the school with the industry dynamics, and pass the practice test theory. The knowledge learned is oriented to the market direction of the publishing industry.

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